PARAMOUNT INTERNATIONAL NEWS

1932 - 33 - 34



PARAMOUNT DICTURES CORPORATION
1501 BROADWAY NEW YORK 36, N. Y.



For Details of 1932 CONTEST See Page 3

Vol. 5

JANUARY, 1932

No. 1

Paramount Hails New Year With Two

\$ENSATIONAL WINNER\$



"Mr. Hyde"

NATIONAL SENSATION! From the rockbound shores of Maine to the sunny sands of California, and from the icy shores of Lake Superior to the warm waters of the Gulf of Mexico, "Dr. Jekyll and Mr. Hyde" is proving a box office clean-up.

Theatres, large and small, are cashing in heavily on this de luxe shocker, which has been universally



"Dr. Jekyll"

acclaimed one of the most exciting pictures to hit the screen in months. It's a real thriller!

In New York City, as in other key centers, "Dr. Jekyll and Mr. Hyde" was backed by a strong advance campaign, with the result that the Rivoli Theatre, where it opened New Year's Eve, piled up a tremendous gross the first week, which came within striking distance of the house record established by "The Mighty" in 1929. The crowds were so great the first night that the theatre was forced to stay open until five o'clock the next morning! And the picture is now in its fifth week!

From all parts of the country come enthusiastic reports that the film is wrecking long-established records and being held over in weekly change houses for a second, a third, and even a fourth week.

Word-of-mouth advertising is responsible for the extended playing time that "Dr. Jekyll and Mr. Hyde" is getting. Everyone who sees the picture feels impelled to talk about it. Talking helps to relieve their own emotions that have been wrought up by the chilling horror and gripping suspense of the film.

Aside from its money-making possibilities, the picture is noteworthy for the boost it gives Fredric March and Miriam Hopkins. Both are now in line for stardom, and deserve steady and persistent plugging in all our advertising and publicity. Be sure to act upon that tip in your terri-



Miriam Hopkins

tory! And the same advice holds good for Rouben Mamoulian, the director. who must now he considered among the first half dozen megaphone-wielders in the industry.

"Jekyll-Hyde" Coast-to-Coast Clean-up! "The Man I Killed" Opens at \$2.00 Top!



Phillips Holmes

EXTRA! Here's BIG news about a BIG picture!

"The Man I Killed" has been withdrawn from the general release schedule—it was originally listed for January 23—and will be roadshowed in several key points before it is distributed nationally.

This significant decision followed closely on the heels of the film's preview by company executives on the coast and at Home Office.



The judgment of our own showmen, that this Lubitsch masterpiece was definitely of roadshow calibre, was triumphantly borne out the night of January 19, when the picture made its world debut in the presence of a brilliant capacity audience at \$2 top at the Criterion Theatre, New York.

Seldom has a production received such a tremendous reception at the hands of a profoundly impressed public. Not in years have the critics acclaimed a picture with such lavish tributes of praise.

Here, said the reviewers in effect, is one of the great pictures of all times! (See newspaper reviews on page 4.)

It is Ernst Lubitsch's crowning achievement, and we say this with all due respect to his former triumphs. Any man who can

turn from a "Love Parade" and "Smiling Lieutenant," and make a powerful, heart-gripping drama like "The Man I Killed" deserves the label, genius!

In every department of its production, "The Man I Killed" is a credit to our studio organization. The deeply affecting acting of Lionel Barrymore, Nancy Carroll, Phillips Holmes and the rest of the capable cast, the impressive staging, the authenticity of the backgrounds, all capped by the masterly direction of Lubitsch combine to make this picture one of the most absorbing screen creations ever produced.

In its broader aspect, "The Man I Killed" is a powerful preachment against the futility of war, which gives it an international appeal that will prove a powerful sales factor.



Nancy Carroll

THE PICTURE THAT WILL LIVE FOREVER!



SPAIN WINNER!

Japan Victor in 4th Quarter Through Remarkable Rally

18 Divisions Finish Over Quota or Do Better Than 90%

Contest Ended December 26—12 Weeks in Last Quarter



Leader of Spain

IVA los Matadores! Banzai, Japan!

And three cheers for the Foreign Legion's banner record in the 1931 "Banner Year" Contest!

While we have plenty of laurels to distribute among the other offices, we want to pay a special tribute to Messeri's "Mighty Matadors." They won with a magnificent exhibition of courage, stamina and sheer fighting power. Despite tremendous odds, they rolled up in the last quarter a staggering gross

10th, it is nothing short of remarkable that Tom Cochrane's boys finished first. And, mind you, on the basis of only three weeks' business, for the contest, as you all know, ended December 26, instead of January The fact is that Japan in those three weeks almost reached a new high in income. Its total volume exceeded the gross it obtained during the corresponding month in 1930, which was figured on a four-weeks'



Tom D. Cochrane Leader of Japan

Our hat is certainly off to Cochrane's campaigners. They are true-blue Paramounteers!

Had they faltered just a little, had they been satisfied

to do less than their supreme best, they would have lost to Souhami's "Galloping Gauls," because the margin between these two divisions up to December 1st was so slight, that it was a toss-up between them which one would win.

And even though the French legionnaires did lose out, they staged a grand and glorious fight, and went down with flags flying proudly.

Every contest produces its "dark horse." the office that does the unexpected and wins through a dramatic rally. Japan achieves that distinction for 1931, by emerging victorious in the fourth quarter drive. Considering that in November they stood

THE FINAL SCORE AS OF DECEMBER 26, 1931

FOURTH QUARTER				YEARLY QUOTA		
1.	Japan	over	100%	Spain	over	100%
2.	Spain	••	6.	France		66
3.	Porto Rico	••	••	Great Britain	••	66
4.	Italy	••	**	Holland	* **	+6
5.	Holland	4.	**	Austria	••	• •
6.	France	••		Chile	6.	64
7.	Colombia	6.6	••	Porto Rico	6.6	**
8.	Latvia	w (w		Czecho-Slovakia	4.	
9.	Germany		6.6	Germany	6.6	66
	Great Britain	6.0	44	Roumania	66	90%
11.	Chile	**	80%	Seandinavia	66	66
12.	Czecho-Slovakia		44	Colombia	66	6.
13.	Australasia	4.	6.0	Italy	66	6.6
14.	Mexico	••	44	Australasia	6.6	
15.	Guatemala		W 6	Panama	46	66
16.	Argentina	••	6.	Guatemala	4.5	66
	Poland ·	• •	70%	Poland .	6.6	-6
18.	Hungary	4.	6.6	Japan	66	
19.	Brazil	••		Yugoslavia	66	80%
20.	Austria		••	Finland	44	66
21.	Scandinavia	••	**	Cuba	44	44
22.	Finland	••	4.	Argentina	66	44
23.	Yugoslavia		**	Mexico	44	44
24.	Roumania	under	70%	Latvia	44	
	Panama	••	6.	Brazil	44	70%
	China		**	Hungary	44	66
	Cuba	**		China	44	66

At least two other offices distinguished themselves in the final month of the contest. These were Italy and Chile. Aboaf's "Romans" jumped from seventh to fourth; Villar's boys boosted themselves from twentieth to eleventh. As a result, both offices improved their final standings materially -Chile finishing sixth and Italy thirteenth.

To Great Britain, Holland, Austria, Porto Rico, Czecho-Slovakia and Germany, which also finished over 100% we offer our heartfelt congratulations. To the rest, our sincere admiration for a gallant fight!

And now, forget 1931 and concentrate on 1932!



1932 PROFIT DRIVE!

Contest Is Based on Net Profit, not Gross Business

You Must Sell Efficiently and Operate Economically

Quotas Figured in Local Currency—Goal 100 Points

THE headlines tell the whole story!

The 1932 PROFIT DRIVE is designed to reveal who among you are the profit-producers.

The job of the Foreign Legion during the next twelve months is to return to our company the biggest net profit on all phases of operation that come within the supervision of our foreign offices.

Your executives want to know, not which divisions are rolling up the largest volume of business, but which divisions are actually making the most money for Paramount.

In other words, quota is no longer a question of gross revenue, but a matter of net carnings, that is to say, profit.

The 1932 PROFIT DRIVE marks a deliberate reversal of the policy pursued in previous years. Heretofore you were rated solely by your total income from film rentals and ad sales. The more you sold, the higher you ranked. Selling was the only yardstick.

This year you will be judged by the net profit you show. That means, besides selling as intelligently and as intensively as ever, you must operate as efficiently and as economically as possible. for net profit is the difference between gross revenue and operating costs.

The more you increase your sales and decrease your expenses, the bigger will be your net profit.

The 1932 PROFIT DRIVE offers

lenge and a great opportunity. It office. is a challenge to your pride, fightopportunity to show the stuff you're made of—to prove that you can deliver a profit when put to the crucial test!

Now for the actual details of the contest. The drive has been divided into four quarters, and quotas will be figured in local currency, not in dollars. That removes the handicap of a falling

the Foreign Legion a bold chal- the chance of winning for every

The method for determining ing spirit and ability! It is an the winning divisions—the profitproducers—is a simple one. Every office will receive a quota figured, not on a percentage basis, but on a point system. 100 points is the goal, divided as follows: 60 points for gross revenue; 25 points for local operating costs; 15 points for print costs, including duties, shipping, etc.

At the end of each month you rate of exchange, and equalizes cable us your gross figures (for

film rentals and ad sales) and your operating cost, to which we add print cost. We then deduct the total operating and print costs from your gross revenue. The remainder is your net profit.

You can get more than 100 points by increasing your revenue or decreasing your expenses.

Suppose your revenue quota is 1,000 francs, and you do 1,500 francs worth of business. That's a fifty percent increase. So instead of 60 points, you would be credited with 90 points. On the other hand, if your average monthly operating cost is 200 francs, and thru rigid economy, you decrease it to 160 francs, effecting a twenty percent saving, you would be entitled to 30 points instead of 25 points.

To show a profit, the total number of points you are credited with in revenue, operating and print costs must equal 100 or more.

Backed by the finest line-up of Paramount profit pictures you have had in many seasons, you legionnaires have a rare opportunity this year to do a great job for yourselves, your company and your customers.

Sell with all your heart and soul and mind!

Spend as carefully as if it were your own money!

You can deliver a profit—and you will-

Because you've got the product, the merchandising skill, and the guts!

You Will Be Judged

From

GROSS REVENUE 60 points (film rentals and ad sales)

Deduct

OPERATING COST 25 points

(expenses for your territory)

Also

PRINT COST 15 points

(as well as duties, etc.)

Leaving

NET PROFIT 100 points

By PROFIT You Make



The Dramatic Event of the Season! Ernst Lubitsch's 'THE MAN I KILLED'





with

Lionel Barrymore Nancy Carroll Phillips Holmes

"A terrifically affecting motion picture shows once again that of all the directors in Hollywood Mr. Lubitsch is the flucst there were moments when one felt that the quiet, poignant tragedy was not just a motion picture but a human document that was universal in its appeal."

--N. Y. World-Telegram

"All that is best, all that is finest in the einema is contained in the deeply affecting drama it portrays vividly, graphically, memorably the fundamental emotions of existence....it stabs the heart it stirs the soul it sears the brain."

-N. Y. American

"Aside from its technical skill, its brilliant direction, its clever acting and couving atmosphere, it is one of the most arresting, compelling dramatic film plots I've viewed in a few cinema seasons."

-N. Y. Evening Graphic

"An exceptionally fine film . . . dignified, lit with finely ironic camera touches, it is adult, at all times holding and sometimes deeply touching. I urge attendance."

—N. Y. Sun

"It is further evidence of Mr. Lubitsch's genius with an unexcelled performance by Lionel Barrymore and fine acting by Phillips Holmes and Nancy Carroll cach sequence is fashioned with sincerity and great care the different scenes are all photographed with admirable artistry."

--N. Y. Times





Paramounteers in the "PURELY PERSONAL" News of the Month

PARAMOUNT ANNOUNCES KENT'S RESIGNATION, SCHAEFER'S PROMOTION, COHEN'S ELECTION—UNGER, WAITE APPOINTED—KEOUGH LEGAL HEAD



Austin C. Keough

THE following official statement was issued on January 20:

Adolph Zukor, President of Paramount Publix Corporation,

announced today that Mr. Sidney R. Kent had presented his resignation as Vice President and Director of the Company, and that it had been accepted by his associates and the Company with deep regret.

Confirming his resignation, S. R. Kent, said:

"I regret deeply leaving Paramount after fourteen years of continuous effort. I shall take a brief vacation and announce my plans at a later date. In parting I wish Paramount every success, and I hope to be able to play a constructive part in the future of the industry.'

On January 21 this official communique was issued:

Paramount Publix Corporation nounced today that Mr. Emanuel Cohen, who has been associated with the Company for the last five years in its production activities, had been elected a Director of the Company and a Vice President.

ing Sidney R. Kent.



J. J. Unger

been eastern positions sales man- with Pathe. ager.

B. Waite to ceed Elek



the posts of Division John Lud-Managers of the eastern sales division, which has been divided into two parts.

Mr. Unger, who was district manager of the New York and New Jersey territory, has been with the Paramount sales or-

ganization for eight years. He It was also announced that joined the company in 1924 as George J. Schaefer had been ap- branch manager of the combinpointed Sales Manager succeed- ed New York and Brooklyn ex-Mr. change. Mr. Waite came to Schaefer has been associated Paramount in 1927 as sales with the Company in its sales manager of short features and department for twelve years, Paramount News. Previous to and for the last six years has that time he held various sales

Austin C. On Jan-Keough, uary 23, Mr. head of the Schaefer an- Publix Legal nounced the Department appointments since 1925, of J. J. Unger has been and Stanley named to suc-



vigh, who was for many years general counsel of Paramount Publix. Mr. Ludvigh resigned from the organization several



George J. Schnefer

weeks ago to return to private practice.

Mr. Keough has been associated with Paramount since 1919 when he entered the legal department of Famous Players Lasky Corp., continuing his activities during the expansion of that organization into its present form. When Publix Theatres Corp. was organized in 1925, he was made head of its legal department.

James C. Bolger, for many years affiliated with the real estate departments of national retail concerns, has been named to succeed the late Theodore C. Young as head of Paramount's real estate department.

Zukor's Birthday—Visitors Arrive—H. O. Mourns Young

▲ DOLPH ZUKOR celebrated A his 59th birthday on January 7. From his host of friends in the company and in the industry, Mr. Zukor received many congratulatory messages. behalf of the Foreign Legion, PARAMOUNT AROUND THE WORLD swells the chorus of congratulations. We wish him



Robert T. Kane

m a n y happy returns of the day and many more years of abounding good health.

Adolph Zukor

itors from London, Paris, Tokyo supervise the editing and superand Hollywood.

John Cecil Graham, managing director for Great Britain partment representative in the and general foreign representa- Hollywood studios, arrived for tive; Robert T. Kane, general Home Office conferences. This

manager of the Joinville studios; and Fred Bacos, Joinville studio manager, arrived in the S. S. Bremen, January 14, on their annual visit.

Members of the Home Office foreign department extended a cordial welcome to Yoshihico Tamura,

ITOME Office arrivals dur- who returned, after an absence first-hand report of the tremen-- ing January included vis- of nine months in Tokyo, to imposing of Japanese titles.

Joseph Krumgold, foreign de-

is his first visit to the Crossroads of the World since he joined Paramount about Home Ofa year ago. Alert, youthful, friendly, Ioe shoulders his arduous duties as contact man with diaffability. plomatic He was able, of course, to give us a loss deeply.

dous activity with which the studio is seething in preparation for next season's impressive array of product.

T is with profound regret that we report the sudden death of Theodore C. Young, head of the real estate depart-

ment at fice, early on the morning of January 2nd. His associates mourn his



John C. Graham





Published in the interests of Paramounteers in every part of the globe: designed to reflect their aims, efforts and sentiments; and with its contents, of course, strictly confidential!

Vol. 5. JANUARY, 1932

No. 1

DEPRESSION!

A COMMON sense editorial by John W. Hicks, Jr., managing director for Australasia, in a recent issue of that vigorous Blue Ribbon publication, "Paramount Punch," contained such an excellent and timely suggestion that we take the liberty of quoting a brief extract from it. Said Mr. Hicks:

"There is at present every indication that the worldwide economic depression has reached rock-bottom. Times *are* getting better, and it is up to each and every one of us to speed them along to prosperity.

"Let's reconstruct this word DEPRESSION, which has been on so many of our lips during the past two years. Let's take out the first two and the eighth letters, and we have PRESS ON. Let that be our slogan from now on—PRESS ON TO PROSPERITY."

It is reasonable to suppose that when Mr. Hicks learns of our 1932 drive, he will amend his slogan to read—PRESS ON FOR PROFIT!

It's an Old Spanish Custom!

PAIN is out to win in 1932 as it won in 1931!
The "Mighty Matadors" are losing no time—they have already started delivering a profit—judging by the following letter from Managing Director Messeri to Mr. Seidelman:

"I want to write you just a couple of lines to inform you that the beating of records has become a habit with the Spanish organization, as you will be able to see when you receive our January cable. In anticipation, the following are the figures for the first two weeks of this month, as compared with the same period last year**** which is around 30% ahead of last year's business.

"Others may be afraid to touch bottom, but we are trying to touch the top, and the sky is our limit. Watch the Matadors do their stuff!"

HIGHLIGHTS OF 1931

TAKING a quick look backwards, the notable events of the past twelve months may be summarized as follows:

The Foreign Legion's Banner Record. Considering that 1931 was a year of unprecedented depression, the achievements of the foreign department were little short of sensational.

The 20th Birthday Jubilee Convention. It bridged two decades of Paramount history, and emphasized the thought that our company must have been fundamentally right to maintain its leadership in the industry for twenty years.

The Success of Our Foreign Studios. The continued production progress made by our Paris studios, plus the launching of the Paramount British pictures furnish plenty of cause for congratulation.

The Impressive Results of the Byrd Contest. Here was a direct demonstration of the mighty merchandising ability of our foreign showmen.

The Triumph of Our Product. The resounding success registered by "The Smiling Lieutenant," "Dishonored," "Tabu," "Rango," "Skippy," and several of our foreign language specials, offers striking evidence that there are no bad times for good pictures.

Paramount Opportunities for Paramount Men. Many promotions in widely scattered parts of our world-wide organization thruout 1931 illustrated the timehonored company policy of promoting from the ranks.



AN APPEAL FOR PROFIT! Jerry Tucker, Paramount's youngest player under contract, symbolizes the need of the new year!

PARAMOUNT NEWS SCORED FIFTEEN SCOOPS IN '31

Paramount Sound News beat all its rivals on fifteen out of the eighteen stories outstanding in every field of the world's pictures last year.

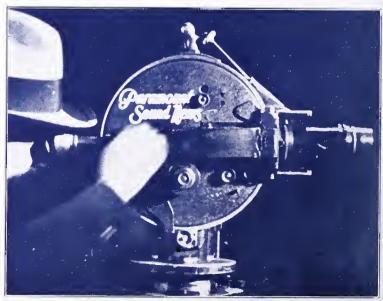
On the four great disasters of 1931—the Nicaraguan earthquake, British Honduras hurricane, the Viking disaster, and the Chinese floods—Paramount News scooped its competitors 100 per cent.

Successful revolutions broke out in Spain, Peru and Chile, and on all three stories Paramount came thru with the first pictures.

Paramount secured beats on three of the outstanding personality stories of the year—the sound interview with Rockefeller, the Lindbergh trip thru Alaska and China, and the South American tour of the Prince of Wales.

Paramount had exclusive picture rights on three of the outstanding expeditions of the year—the Wilkins submarine polar attempt, the unsuccessful Ruth Nichols trans-Atlantic solo flight, and the Lake-Railey expedition to salvage the sunken Lusitania.

Finally, the two foremost stunt pictures were staged by Paramount—the Empire State mooring mast tieup and the laying of a smoke screen around the dirigible Los Angeles.



THE EYES AND EARS OF THE WORLD!

Paramount Studios



RETURNS FROM INDIA!

TO DIRECT CHEVALIER!



Rouben Mamoullan

LOVE ME TONIGHT," Mau-rice Chevalier's next production, will be filmed under direction of Rouben Mamoulian, director of "Dr. Jekyll and Mr. Hyde." Jeanette MacDonald and Robert ("Sooky") Coogan will have the chief roles opposite the star.

"Love Me Tonight" was written by Leopold Marchand and Paul Armont. It combines the heart interest of "Innocents of Paris" and the romantic recklessness of "The Love Parade." Music for the film is being composed by Richard Rodgers and Lorenz Hart.

IN "MIRACLE MAN"

H OBART BOSWORTH has been assigned to the vacancy in the cast of "The Miracle Man" caused by the recent death of Tyrone Power. He will appear as the Patriarch. Lloyd Hughes will also appear in the cast which will be headed by Sylvia Sidney, Chester Morris, John Wray and other well known players of the screen.

"THUNDER BELOW" NEW BANKHEAD PRODUCTION

TALLULAH BANKILLAD next appear in a film version of Thomas Rourke's adventure "Thunder Below." Paul PALLULAH BANKHEAD will novel, "Thunder Below." novel, "Thunder Below." Paul Lukas will appear opposite her.



Tallulah

Richard Wallace will direct. Josephine Lovett will adapt the story and Sidney Buchman will write the dialogue. Thunder Below is the story of a white woman in a South American seaport where the only other feminine interest consists of native girls.

PARAMOUNT SIGNS SARI MARITZA, CONTINENTAL FILM STAR, TO PLAY IN 'THE GIRL IN THE HEADLINES'

in New York December 29. enroute to Hollywood, where she will appear in Paramount pictures.

Her first American vehicle will be "The Girl in the Headlines," a romance involving the adventures of a young manicurist, who becomes involved in the life of a

direct.

and in the films.

She was born in China, of an difficult roles.

RESH from cinema tri-|English father and Austrian T umphs in Budapest, Berlin and London, Sari Maritza, petite Continental picture star, arrived Europe for her education, and

she studied in London, Paris, Berlin and Switzerland. She is an accomplished swimmer and horseback rider, a champion ice-skater, and speaks English, French and German fluently.

Miss Maritza started her film career in Hungary, but achieved her greatest triumphs in

reformist. Otto Furth wrote the English and German screen prostory, and George Cukor will ductions. She has a splendid vibrant voice, which records excel-Though new to America, Miss lently in a microphone, and to Maritza is well known in Europe her natural ability as an actress both for her work on the stage has been added the wide experience she has gained from many



Sarl Maritza

Eruest B. Schoedsack

ERNEST B. SCHOEDSACK, who left the United States last July for India to film exterior scenes for his next picture, "The Lives of a Bengal Lancer," arrived in New York with Mrs. Schoedsack in the liner "Paris," January 13. He left immediately for the Paramount Hollywood studios where the interior scenes for the film are to be made with Clive Brook and Phillips Holmes in the leading roles.

Schoedsack was in India for fifteen weeks, going from Calcutta on the east coast to the Khyber Pass on the Afghanistan border, with stops at Delhi and Simla for camera work. He also made scenes in Peshawar, Kohat and Risalpur. and in the jungles around Jhansi and Jaipur. The final exterior scenes were filmed in Madras, Mysore States and Bombay.

LILY DAMITA HAS LEAD IN "HE MET A FRENCH GIRL"; GRANT, RUGGLES, YOUNG ROUND OUT STRONG CAST

"HE MET A FRENCH GIRL," a new type of screen musical romance with a European background, is to be produced by Paramount with Lily Damita in the title role. The leading male role



Lily Damlta

Charlie Ruggles and

with Paramount.

Roland Young will play the two major comedy parts in the picture. Thelma Todd and Irving Bacon round out the cast. The film is to be di-

cently signed a contract

will be played by Cary Grant, rected by Frank Tuttle, from a Broadway musical star, who re-screen play by George Marion.

BANCROFT, HOPKINS IN "RED HARVEST"

MIRIAM HOPKINS will appear opposite George Bancroft in his next starring picture, 'Red Harvest," a film version of "On the Black Sea," the Philipp Zeska-Ernest Spitz European stage



GeorgeBancroft

drama. The story, with much of the action occurring aboard a tramp steamer, will give Bancroft a dramatic role against a background of sea ad-Cromwell will dia screen play by Oliver H. P. Garrett.

ARLEN, OAKIE, DEE TO PLAY IN "SKY BRIDE"

RICHARD ARLEN and Jack Oakie, who formed such a successful combination as football team-mates in "Touchdown," will appear in the roles of flying comrades in "Sky Bride," a romantic adventure story of

1932 aviation. Frances Dee will have the leading feminine role, and John Breeden has been assigned an important part. The picventure. John ture will be directed by Stephen Rorect the film from berts from a screen a screen play by Waldemar Young and Agnes Brand Leahy.



Richard Arlen

"SENSATION" CO-STARS **COLBERT AND LOWE**

DMUND LOWE will appear EDMUND LOWE
opposite Claudette Colbert in "Sensatheir co-starring picture, "Sensation," in which Stuart Erwin has the chief comedy role. George Meeker, Donald McBride and Fred Stewart are in the supporting cast.

The part which Lowe will enact is

the same that he played in the stage production in Los Angeles several seasons ago, the picture being an adaptation of the Paul Dickey-Charles Goddard stage success, "The Misleading Lady." "Sensation" is to be directed by Stuart Walker



Claudette

List of Paramount Offices Around the World

(JANUARY, 1932)

AUSTRALIA

(Australia, New Zealand, Java, Straits Settlements, F. M. States, Siam)

John W. Hicks, Jnr., Managing Director William J. Clark General Sales Manager

W. Hurworth.
Asst. General Sales Mgr. F. Gawler, C. E. Henderson District Managers Cables: PARAMOUNT

PARAMOUNT FILM SERVICE, Ltd.
J. A. Groves, Gen. Mgr. for
Far East
Gang Pool 7, Weltevreden (Batavia)
JAVA, Dutch East Indies
Annire Olsen, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd.
Boomstraat 6, Soerabala
JAVA, Dutch East Indies
S. G. Robinson, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd.
51 Robinson Road.
Singagore

Singapore.
STRAITS SETTLEMENTS
Paul Verdayne, Branch Mgr.

CUBA

(Cuba, Porto Rico, Dominican Republic, West Cables: PARAMOUNT

PARAMOUNT FILMS OF CUBA, S.
Industria 112, Havaua, CUBA,
A. L. Pratchett, Branch Mgr.
PARAMOUNT FILMS, Inc.,
Apartado 653, Tanca 1032
San Juan, PORTO RICO
J. P. Donohue, Brauch Mgr.

GREAT BRITAIN and **IRELAND**

(England, Scotland, Wales, Irish Free State) John Cecil Graham, Managing Director
Montaging Director
Montaging Goldman,
General Sales Mgr.
Harold E. Walker
Asst. General Sales Mgr.
Louis Harris, Dist. Mgr. at London, for London, Birmingham,
Cardiff
Ben Simmons. Dist. Mgr. at

Louis Harris, Dist. Mgr. at London, for London, Birmingham, Cardiff
Ben Simmons, Dist. Mgr. at Leeds, for Leeds, Liverpool, Manchester and Dublin
I. Collins, Dist. Mgr. at Newcasle for Newcastle, Glassow, Cables: PARAMOUNT
PARAMOUNT FILM SERVICE, Ltd. (Home Office)
162-170 Wardour Street
London W. I., ENGLAND
Oswald H. Colen, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd. 48 Wellington Street.
Leeds, ENGLAND
D. Gilpin, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd. 16 First Street
Liverpool, ENGLAND
H. D. Nisbet, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd. 12 John Bright Street
Birmingham, ENGLAND
John Corper, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd. 22 Dickinson Street
Manchester, ENGLAND
Venna Wild, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd. 22 Dickinson Street
Manchester, ENGLAND
Nema Wild, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd. Paramount House, Bath Lane
Newcastle-On-Tyne, ENGLAND
Ledlins, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd. Paramount House, 11 Pears 8t.
Dublin, IRELAND
C. Bell, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd.
Paramount House, 11 Pears 8t.
Dublin, IRELAND
Cardiff, WALES
C.C. Coles, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd.
164 Buchamun Street
Glasgow, SCOTLAND
J. Hamson, Branch Mgr.

FOREIGN DIVISION

EMIL E. SHAUER, General Manager ¿ Paramount Bldg., 1501 Broadway, J. H. SEIDELMAN, Asst. Manager New York, N. Y. JOHN CECIL GRAHAM, Gen. Foreign Rep. (Headquarters—London) 1. BLUMENTHAL, Asst. Gen. Foreign Rep.—Studio Contact (H'q'rs—Paris) ROBERT T. KANE, General Manager, Les Studios Paramount, 7 Rue des Reservoirs, St. Maurice (Seine) Paris. CABLE: STUDPARA, PARIS. PARAMOUNT BRITISH PRODUCTIONS, LTD., Imperial Studios,

GERMANY and CENTRAL EUROPE

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District Manager North Germany
Percy Raphael
District Manager Scuth Germany

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Vestre Boulevard 29,
Copenbagen. DENMARK
Harald Frost, Branch Manager
FILM-AKTIESELSKAPET
PARAMOUNT
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E. Eriksen, Branch Manager
O/Y PARAMOUNT FILMS, A. B.
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5, rue d'Amieus
Lille, FRANCE
Leon Joannin, Branch Mgr.

F. DES FILMS PARAMOUNT
A. rue de la Bibliotheque
Marseille, FRANCE
Robert Lenglet, Branch Mgr.

Robert Lenglet, Branch Mgr. F. DES FILMS PARAMOUNT, rue Peyrounet Bordeaux, FRANCE Edmond Lagneau, Branch Mgr. F. DES FILMS PARAMOUNT rue Stella Logne FRANCE

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Eugenlo Hernandez, Branch Mgr.

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Bilbao, SPAIN
Manuel de Diego, Branch Mgr.

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Americo Aboaf, Managing Director

Managing Director
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(Home Office for Italy)
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S. A. I. FILMS PARAMOUNT
Via Roma, 345 bis
Naples, ITALY
Cav. Salvatore de Angelis
Braneh Manager
S. A. I. FILMS PARAMOUNT

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Florence, ITALY
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A. I. FILMS PARAMOUNT Via Galliera 66/2 Bologna, ITALY Sig. Cesare Aboaf, Br. Mgr.

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Corso Vittorio Emanuele, 16
Turin, ITALY
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Turin, ITALY

Sig. Attilio Reggiani Br. Mgr.

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Sestiere Cannareggio,
Venice, ITALY
(Sub-Branch)

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Genoa, ITALY
Sig. Vittorio de Seino, Branch Mgr.

Via Sant'Anastasio, 1

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Calcutta, INDIA
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J. E. Perkins
Manager of Distribution
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PARAMOUNT FILMS, Ltd.
Osaka Building, Uchisaiwatcho
Kojimachiku
Tokyo, JAPAN
(Home Office for Japon)

PARAMOUNT FILMS, Ltd.
Osaka Building, Kita-ku
Osaka, JAPAN
R. Tanaka, Branch Manager
PARAMOUNT FILMS, Ltd.
Katakura Building,
23 Kamigofuku machi
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King's Theatre Building
34 Queen's Road, Central
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K. T. Tan, Branch Manager

PARAMOUNT FILMS OF PHILIPPINES, INC.

PARAMOUNT FILMS OF PHILIP-PINES, INC. (P. O. Box 587) Fernandez Building Calle Pinpin Manila, PHILIPPINE ISLANDS

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P. O. BOS 5071

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Agencia Para La America Central

Apartado 253

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Apartado 333,

Bogota, COLOMBIA

Alvaro Reyes, Branch Mgr.

PARAMOUNT FILMS, S. A.
Apartado 340,
Cali. COLOMBIA

Jorge Bernal, Branch Mgr.

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John L. Day, Jr., Gen. Mgr.
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(Home Office or Brazil)
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Caixa Postal 173
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Av. Marques de Olinda 296, 12
Caixa Postal 173
Recife, Permambro, BRAZIL
PARAMOUNT FILMS. S. A.
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Avenida Floriano Feixoto, 30
Caixa Postal 173
Caixa Postal 174
R. Cezar, Branch Mgr.
PARAMOUNT FILMS, S. A.
Avenida Floriano Feixoto, 30
Caixa Postal 173
Caixa Postal 173
Cuzelro, E. de São Paulo
BRAZII,
PARAMOUNT FILMS, S. A.
Rua Major Hermogenes 8
Caixa Postal 173
Cruzelro, E. de São Paulo
BRAZII,
P. J. Castin Postal 174
R. C. de Almeida, Branch Mgr.
PARAMOUNT FILMS, S. A.
Rua Guarany 333
Caixa Postal 296
Bello Horlzonte, Minas
BRAZII
P. C. de Almeida, Branch Mgr.
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Argentina, Uruguay, Paraguay
Cables PARAMOUNT
FILMS, Paraguay
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Frederick W. Lange, Manager for Argentina, Uruguay, Paraguay Cables: PARAMOUNT

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Sigredo Bauer, Branch Mgr.
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PARAMOUNT FILMS, S. A.
Calle Estomba 211
Bahita Blanca, ARGENTINE REP.
A. Vagheggini, Branch Mgr.
PARAMOUNT FILMS, S. A.
Calle, Ituzaingo 235
Carloba, ARGENTINE REPUBLIC
C. R. Flaherty, Branch Mgr.
PARAMOUNT FILMS, S. A.
Calle Yi 1385
Mentevideo, FRUGUAY
Juan Oliver, Branch Manager
Benito del Villar, Manager for
Chile, Peru, Bolivia
Cables: PARAMOUNT
PARAMOUNT FILMS, S. A.

Chile, Peru, Boniva
Cables: PARAMOUNT
PARAMOUNT FILMS, S. A.
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Santiago, CHILE
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(Home Office for Chile, Parn. Bolivia)
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Prat No. 175 (Casilla 3792)
Valpariaso, CHILE
Cesar Quendoz, Branch Mgr.
PARAMOUNT FILMS, S. A.
O'lliggins 566 (Casilla 53-C)
Concepcion, CHILE
Srs. Greene & Cla.
Concessionaires
PARAMOUNT FILMS, S. A.
Casilla 137
Iquique, CHILE
Srs. Martinez Hinos & Cla.,
Concessionaires
PARAMOUNT FILMS, S. A.
Apartado 582
Lima, PERU
Osvaldo Urruia, Branch Mgr.
PARAMOUNT FILMS, S. A.
La Paz, BOLIVIA
Honorio Garcia, Rep.

CANADIAN EXECUTIVE OFFICE-M. A. MILLIGAN, Gen. Mgr., Paramount Film Service, Ltd., 111 Bond St., Toronto, Ont., Canada

Vol. 5 FEBRUARY, 1932

No. 2



\$

MARLENE DIETRICH

"BEST PICTURE IN 10 YEARS!"

-Headline in N. V. AMERICAN

"Shanghaj roared into the Rialto Theatre, New York, on the night of February 17, and discharged its adventurous crew and cargo of melodramatic thrills in the presence of a distinguished audience, which included Chinese Consul General Henry Chang. New Yorkers at breakfast the following morning learned from raving reviewers that another Paramount winner had crashed through.

"Shanghai is the most timely picture of the year! Every newspaper in the world today is a press book for it! Front pages in all quarters of the globe are headlining the spectacular events taking place in Shanghai and China right now. Here's a red-hot opportunity to cash in on a subject that is the talk of every town!

"Shanghai reveals Dietrich and von Sternberg at their Express" combined best! Read the swell reviews for proof. Convince yourself that every critic in your territory will be a press agent for this exciting entertainment. It has everything! Sizzling action! Intriguing acting! Glamorous atmosphere. And it moves at express speed! Perfect for the foreign market because it contains a minimum of dialogue.

"Shanghai Express" a gold mine! And that's not just a catchline. It's a fact, borne out by performance. At the Rialto on Broadway, and at the Paramount, Los Angeles, the picture is heading for new records in receipts and attendance. In other key cities from coast to coast, it is set for extended runs because exhibitors are agreed that it will produce extra profits!

"TERRIFIC! MUSTN'T MISS IT!"

-Headline in N. Y. DAILY MIRROR



JOSEF VON STERNBERG

\$

\$

CHILE HEADS PARADE!

Mexico and Spain Establish New Records in Revenue

Current Standings Are Temporary—Based on Income

Operating and Print Cost Quotas Not Yet Assigned

THE Foreign Legion has started to write the most significant chapter in its history—writing it with skill and courage, with energy and purpose, with resourcefulness and concentration.

A careful analysis of the January figures—and never were figures more critically examined—point to the unescapable conclusion that you legionnaires have taken off your coats, rolled up your sleeves, and set your shoulders to the wheel of returning prosperity—of making 1932 a *profitable* year for Paramount.

There is evidence to indicate that many of you are *increasing* your selling efforts. That's only half your job. The other half

is to reduce your selling costs.

To show a *net profit*, your income (gross revenue) must exceed your outgo (operating expense).

It is a little too early yet to say with any degree of certainty which offices are *producing a profit* and which are not. Because of the vast amount of detail involved, it will be impossible to assign operating and print cost quotas until the start of the

second quarter. So that the first three months' standings will be based only on gross revenue.

Even so, the current standings are mighty interesting, revealing, as they do, which offices are doing a bigger and better selling job.

Chile heads the parade of hundred percenters, because Mr. Villar's go-getters show the greatest increase over quota. But Mexico and Spain are the real heroes, scoring the biggest business in their history and reaching new "highs" in gross income. Evidently, the "Matadors" don't intend to rest on their 1931 laurels. They are out to beat last year's record to a frazzle!

Nor are we overlooking the near-record grosses turned in by Great Britain, France, Italy and Poland. And the fact that fifteen of the twenty-eight offices are over 90% (Philippines is the latest addition) is a glittering testimonial to the collective fighting spirit of the Foreign Legion.

It's a great start—but remember, it's the finish that counts!

MR. SEIDELMAN OFF TO EUROPE—HAS TROPHY

AS we write this, Mr. J. H. Seidelman is on the broad Atlantic, bound for Europe. He sailed February 19, accompanied by Albert Deane of the Home Office foreign department.

(John Cecil Graham and Robert T. Kane returned to their respective posts in London and Paris, after their visit to Home Office.)

Mr. Seidelman expects to be gone about six weeks. He will make a survey of Paramount activities on the Continent, and confer with foreign production and distribution executives on next season's line-up of product.

Mr. Seidelman took with him the Adolph Zukor trophy, which he will personally present to M.

J. Mes-

seri, man-

aging di-

rector for

Spain,

first prize

winner in

the 1931

''Banner Year''

Contest.

HUNGARY

Based only on film and ad sales revenue

FINLAND

28.



J. H. Seidelman

*STANDINGS AS OF FEBRUARY 1, 1932

CHILE	over	100%
	66	66
SPAIN	66	••
	66	46
GREAT BRITAIN	**	••
	66	44
YUGOSLAVIA	66	••
FRANCE		66
ITALY		**
POLAND	is to	is is
HOLLAND		6.6
COLOMBIA	over	90%
BRAZIL	66	
CZECHO-SLOVAKIA	46	9.6
CUBA	- 66	66
PORTO RICO	over	80%
GUATEMALA	6 6	66
GERMANY	6.6	66
SCANDINAVIA	66	66
JAPAN	over	70%
PHILIPPINES		46
AUSTRIA	66	
PANAMA	6.0	44
CHINA	und	er 70%
LATVIA	66	66
ROUMANIA	6.6	66
	MEXICO SPAIN ARGENTINA GREAT BRITAIN AUSTRALASIA YUGOSLAVIA FRANCE ITALY POLAND HOLLAND COLOMBIA BRAZIL CZECHO-SLOVAKIA CUBA PORTO RICO GUATEMALA GERMANY SCANDINAVIA JAPAN PHILIPPINES AUSTRIA PANAMA CHINA LATVIA	MEXICO SPAIN ARGENTINA GREAT BRITAIN AUSTRALASIA YUGOSLAVIA FRANCE ITALY POLAND HOLLAND COLOMBIA BRAZIL CZECHO-SLOVAKIA CUBA PORTO RICO GUATEMALA GERMANY SCANDINAVIA JAPAN OVER PHILIPPINES AUSTRIA PANAMA CHINA LATVIA

J. B. NATHAN APPOINTED ASSISTANT TO J. L. DAY

February 6 for Rio de Janeiro as assistant to John L. Day, general manager for South America. In honor of his well merited promotion, Johnny was tendered a surprise luncheon by his Home Office associates before he left. (The surprise was that there were no speeches!)

This new appointment comes to Johnny, following six years of varied activity in the foreign department, in the course of which he rendered yeoman service as special representative in Central America. More recently he was at Home Office in charge of various foreign theatre inter-

ests, particularly the Saenger theatres.

Bon voyage and good luck, Johnny!



John B. Nathan

EXTRA
Playing
Time...

EXTRA
Profits!





EXTRA PLAYING TIME! EXTRA profits FOR YOU!

These pictures mean extra profits for you!

-that's PARAMOUNT!

SIX

EXTRA-PLAYING-TIME NATURALS WITHIN THE NEXT FEW WEEKS

Previewed!
Tested!
Proved!

Book these PARAMOUNT Extra Playing Time hits!

And reap Extra Profits!

PARAMOUNT

Marlene DEFTER



SHANGHAI EXPRESS

Dietrich Lets Herself Go! Warm, yielding—will they go for her in this? And how! And is the story timely? Wow! Every newspaper in the world today is a press book for "Shanghai Express"! Every box office in the land will be a gold mine! Already set for extended runs everywhere! New York! Chicago! Detroit! Buffalo! St. Louis! Philadelphia! Boston! Stretch the calendar for this one—and double—your profits!

JOSEF VON STERNBERG
PRODUCTION

with

CLIVE BROOK

ANNA MAY WONG · WARNER OLAND and EUGENE PALLETTE

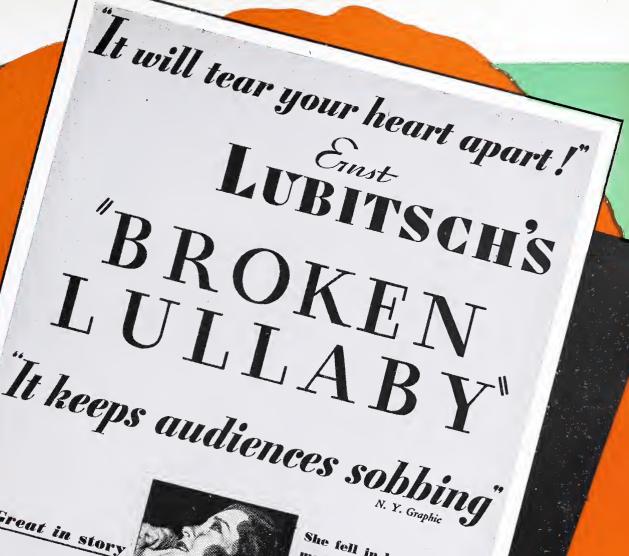
YOU'VE READ THE REVIEWS! HERE'S HOW WE'RE SELLING 17 CASH IN

Ernst LUBITSCH'S BROKEN LULLABY

LIONEL BARRYMORE · NANCY CARROLL · PHILLIPS HOLMES

No picture in years has received such thunderous acclaim from newspaper critics! Now playing at \$2 top in New York and opening for extended runs in Chicago, Detroit, Buffalo, St. Louis, Philadelphia, Boston! A powerful newspaper campaign

is being run in the key-points of the country—each ad 1000 lines! The public will long remember this picture for its entertainment! The exhibitor will long remember it for the grosses it's piling up! And the longer you run it the more you'll make!



Great in story



She fell in love with the man who robbed her of her sweetheart!

"Exquisite drama of human passions!" N. Y. American . . . "Nancy Carroll gives one of the finest performances of her career!" N. Y. World-Telegram

Great in drama



He opened his heart to the man who took his son away from him!

"One of the most arresting, compelling, dramatic film plots I've viewed!"N.Y. Graphic ... "Lionel Barrymore is fine

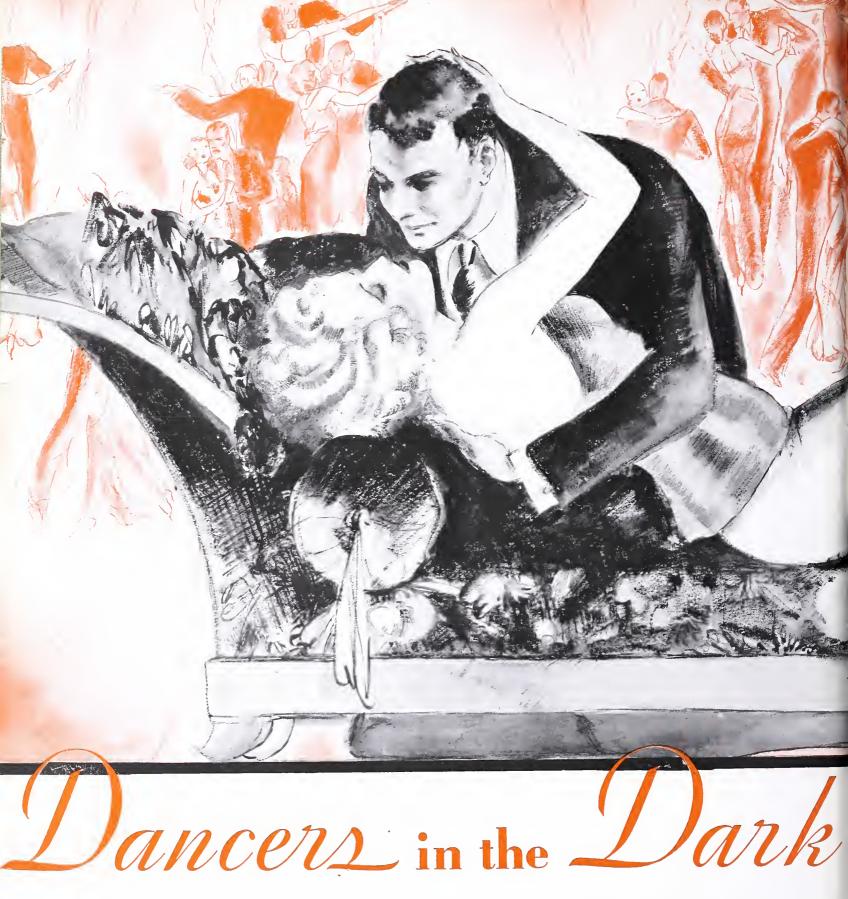
Great in acting



While He tried to tell the awful truth?

"Tetrifically affecting!" N. Y. World. Telegram . . . "Absorbingly real!" N. Y. Post ... "It stabs the heart, it stirs the soul, it sears the brain!" N.Y. American... Phillips Holmes in a splendid, moving performance!" N. Y. News

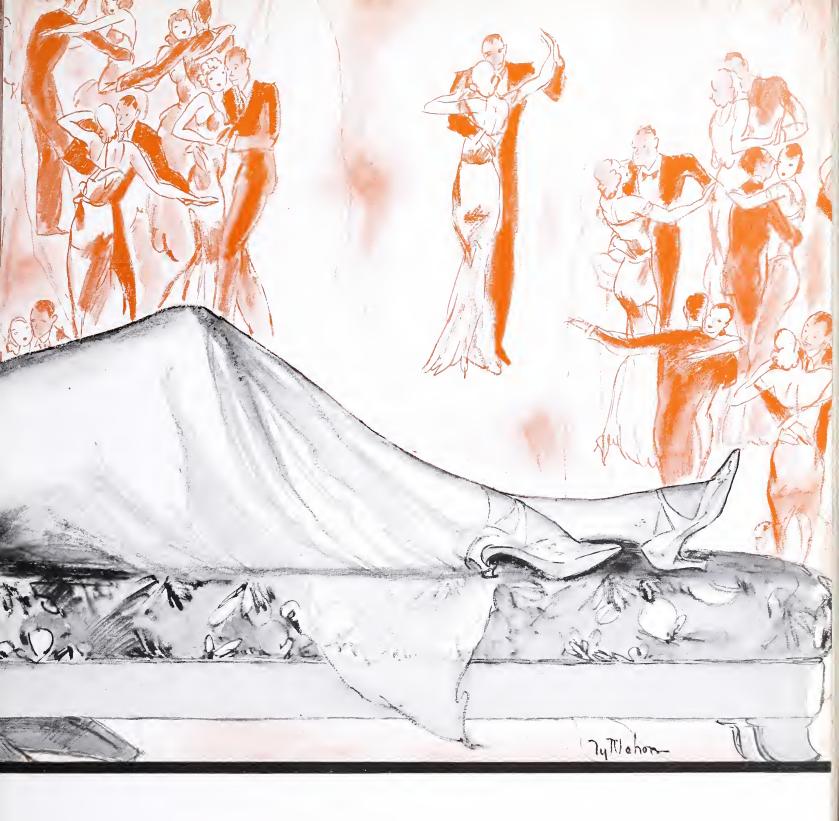
BARRYMORE • CARROLL • HOLMES



* * WITH MIRIAM HOPKINS

JACK OAKIE • WILLIAM COLLIER, JR. • EUGENE PALLETTE

FROM THE PLAY, "JAZZ KING," BY JAMES ASHMORE CREELMAN

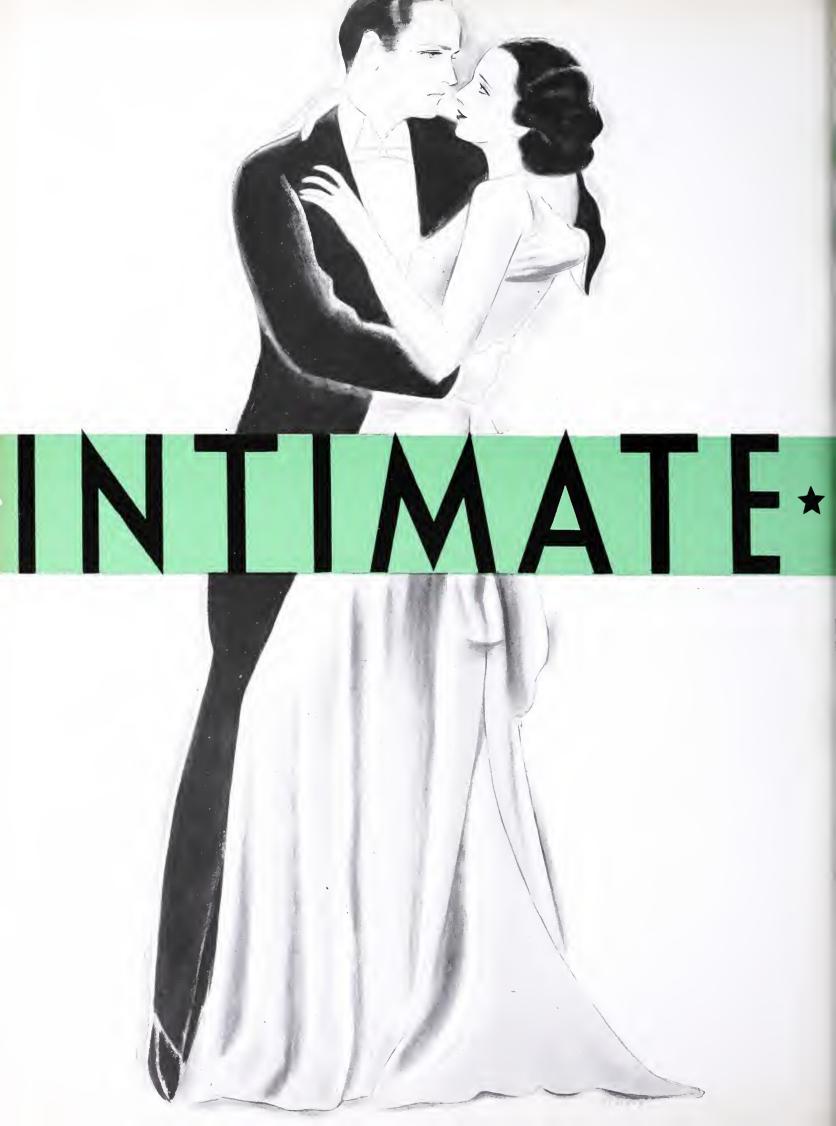


IRIAM HOPKINS! One big picture after another has built her to stardom

"Smiling Lieutenant"! "Twenty-Four Hours"! "Dr. Jekyll and Mr. Hyde"! More luscic and enticing in each picture! And now exhibitors, fans and the press are clamoring ther! In "Dancers in the Dark" (What a title!) she proves again that she's here to stee A box office actress in a box office picture that'll work your box office overtime! I for long runs in New York, Chicago, Detroit, Buffalo, St. Louis, Philadelphia and Bosto







with FREDRIC MARCH * KAY FRANCI

STUART ERWIN . JULIETTE COMPTON

GET INTIMATE!—and you'll get intimate with some of the biggest mone

your box office has ever taken! FREDRIC MARCH, a big draw, has alway

had big pictures and big casts. Here he is teamed with KAY FRANCIS

and that makes a combination that'll cram your safe full of dough! G

Intimate," Mr. Exhibitor—get

"Intimate" and get the prof

Directed by Lother Mendes. Based on the novel,"The Shorn Lamb," by William J. Locke.



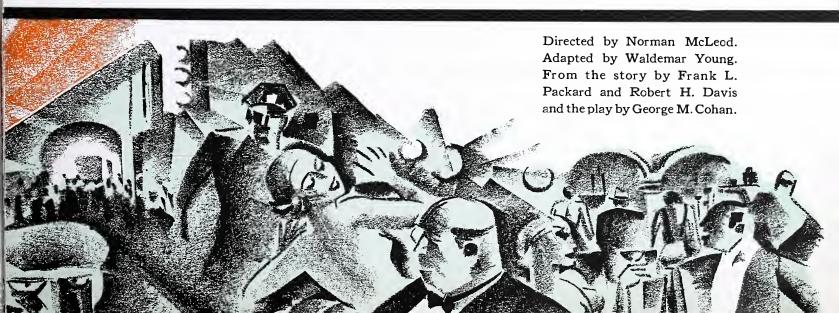
THE MIRACLE MAN

with

SYLVIA SIDNEY * CHESTER MORRIS

Irving Pichel • John Wray • Robert Coogan • Hobart Bosworth

BOX OFFICE MIRACLE! The story of a sweet, tender love . . . of a new faith . . . everything that makes the world go 'round . . . everything that makes the world come to the box office! • In a great all-new, all-talking production that sweeps on to greater grosses! Hundreds of exhibitors have asked us to keep the title—they say it's perfect! Everything's perfect! • New York, Chicago, Detroit, Buffalo, St. Louis, Philadelphia and Boston are set for extended bookings!



EXTRA
Playing
Time...

EXTRA Profits!

Country of Origin 1 8 A



Published in the interests of Paramounteers in every part of the globe; designed to reflect their aims, efforts and sentiments; and with its contents, of course, strictly confidential!

Vol. 5.

FEBRUARY, 1932

No. 2

LARRY FLYNN IS APPOINTED TRAFFIC MANAGER!

ARRY FLYNN, uho has been in charge of the transportation department for the last seven years, has been appointed to the post of traffic manager, and will head the con-solidated traffic and transportation departments. He succeeds P. H. Stilson, resigned.

Legionnaires the world over, whose attendance at Paramount conventions and visits



to Home Office have brought them in close contact with Larry, will hail his promotion with satisfaction. They have first-hand knowledge of his patience, amiability, conscientiousness and efficiency. And they know that he is ideally equipped by reason of his ability, knowledge and experience for his new and exacting job.

Congratulations, Larry!

MISS GIBSON IN TITLE ROLE, "CLARA DEANE"



Wynne Gibson

LOUIS GASNIER and Max Marcin have been assigned to direct the film version of Arthur M. Brilant's play, "Clara Deane, in which Wynne Gibson will have the title role. is also preparing the screen play.

Pat O'Brien will play the leading male role, with Frances Dee, Lee Kohlmar and Dudley Digges in support.

TITLE CHANGES!

TWO new release titles for pictures now in production have been announced.

"This Is The Night" is the title given "He Met a French Girl," which Lily Damita, Charlie Rug-gles, Roland Young, Cary Grant, gles, Roland Young, Cary Grant, Thelma Todd, Claire Dodd and Irving Bacon have the leading roles. Frank Tuttle is directing,

"The World and the Flesh" re-places "Red Harvest," which stars Bancroft and features Miríam Hopkíns under John Cromwell's direction.

sul, acting for his

this high honor upon Mr. Zukor,

it was announced

by the French

government, was

in recognition and

appreciation of

his services in the

promotion of cor-

dial relations be-

tween the motion

picture industries

The bestowal of

government.

MARCH, KAY FRANCIS IN "STRANGERS IN LOVE"

STRANGERS IN LOVE" is the new title of the picture which has been under production with the tentative title, "In-timate." Fredric March, Kay Francis, Stuart Erwin and Juliette Compton play the leading roles.



"Strangers In Fredrie March Love" was directed by Love" was directed by Lothar Mendes from a script by Grover Jones and William Slavens McNutt. The screen play was an adaptation of William J. Locke's "The Shorn Lamb.

The supporting cast is headed by George Barbier, Sidney Toler, Earle Foxe, Lucien Littlefield and Gertrude Howard. March enacts a dual role, appearing on the screen in the parts of twin brothers.

ALL-STAR CAST FOR "THE **BROKEN WING"**

PARAMOUNT has already started production on "The Broken Wing, based on the aviation stage success of the same name by Paul Dickey and Charles W. Goddard.

The cast is studded with stars of stage and screen, with Lupe Velez, Leo Carrillo and Melvyn Douglas in the leading roles, supported by George Barbier, Arthur Stone, George Barbier, Arthur Stone, Claire Dodd, Willard Robertson, Soledad Jiminez, Julian Rivero and

Story revolves around an aviator, who is forced down during an attempted non-stop flight, falls in love with a native girl, and becomes the rival of a bandit.

Lloyd Corrigan is directing, assisted by Captain E. H. Robinson, one of the leading camera pilots in Hollywood, who is attending to the technical details.

CROMWELL TO WORK WITH SCHOEDSACK

OHN CROMWELL has been J assigned to direct with Ernest B. Schoedsack "The Lives of a Bengal Lancer." The script for the story, which will feature Clive Brook and Phillips Holmes, is being prepared by Albert Shelby Le Vino and Sidney Buchman, with Samuel Hoffenstein doing the dialogue.

LLOYD STARTS NEW COMEDY, UNTITLED

AROLD LLOYD started production on his next comedy, as yet untitled, on February 22. Constance Cummings has been borrowed from Columbia Pictures to play the leading feminine role. No other details regarding the picture are available as we

go to press.



Harold Lloyd

W. F. CANAVAN NAMED TO RELATIONS POST

ANNOUNCEMENT was made at the Home Office of the appointment of William F. Canavan, for the past eight years president of the International Alliance of Theatre Stage Employes and Motion Picture Machine Operators, to a public relations post in our company.

DREIER APPOINTED STUDIO ART HEAD

HANS DREIER, one of the leading architects in motion pictures, has been appointed head of department of the Paramount Hollywood studios. Roland Anderson, unit art director for the last eight years, was named assistant to Dreier.

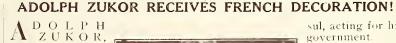
Dreier came to Hollywood nine years ago, after success in Berlin as art director at the UFA studios. He has won recognition from the Academy of Motion Picture Arts and Sciences on three occasions

"SINNERS IN THE SUN" HAS MORRIS, LOMBARD

HESTER MORRIS and Carole Lombard will head the cast in "Sinners in the Sun," film version of Mildred Cram's magazine story, "The Beachcomber," under the direction of David Burton. Vincent Lawrence, Waldemar Young and

Samuel Hoffenstein are writing the adaptation.

Supporting players include Adrienne Ames, Alison Skipworth, Walter Byron, Cary Grant, Frances Moffett, Kent, Taylor fett, Kent Taylor, Luke Cosgrove, Reginald Barlow, Carole Lombard Pierre De Ramey.



recently made Chevalier of the Legion of Honor by the French government, was formally presented with the decoration February 18 in his office in the Paramount Building. The presentation was made by Henri Job, French Con-



Henri Job-Adolph Zukor

of the two countries

ERWIN WILL PLAY IN "MERTON OF THE TALKIES"

S TUART ERWIN will play the leading character in a motion picture about Hollywood, "Merton of the Talkies,"

He will enact the character of the country boy who tries to crash the iron gates of Hollywood. The story was written as a novel by Harry Leon Wilson and was dramatized by George S. Kaufman and Marc Connelly. Screen treatment is being prepared by Sam Mintz and Arthur Kober. Direction has been assigned to Stephen R. Roberts.

"HORSE FEATHERS" NEXT MARX BROTHERS' FILM

HORSE FEATHERS," is definitely announced as the title of the Four Marx Brothers' next Paramount starring vehicle. It is

an original story by S. J. Perel-man, Harry Ruby and Bert Kalmar. Ruby and Kalmar, authors of numerous Broadway musical hits, are also supplying the. musical numbers. Norman McLeod, director of "Mon-key Business," will direct.



Harpo, Groucko, Chico and Zeppo Marx

Critics Turn Press Agents!

"MAN I KILLED" NOW "BROKEN LULLABY"

ROKEN LULLABY" is to be the permanent release title of the Ernst Lubitsch production heretofore called, "The Man I Killed," featuring Lionel Barrymore, Nancy Carroll and Phillips

The decision to change the title of "The Man I Killed" was reached following the premiere of the film at the Criterion Theatre, in New York, when it was learned that the production title created an erroneous impression concerning the character of the story.

As "Broken Lullaby," the picture was released nationally on February 26. It opened on that date at the Paramount Theatre, on Broadway, immediately after completing its five-week pre-release run at the

FILMS HELD OVER AS **GROSSES SHOOT UP**

DR. JEKYLL AND MR. HYDE" is sweeping the country like wildfire. In New York, the picture did a stand-out and the picture did a stand-out and stand-'em-up business at the Rivoli Theatre for five big weeks, and could easily have stayed another few weeks but for the decision to release it nationally at once. From coast to coast, exhibitors have voluntarily extended their playing time ou "Dr. Jekyll and Mr. Hyde," after the first few days' grosses. after the first few days' grosses showed an impressive increase over their box office average.

That the picture will electrify audiences and box offices abroad as well is indicated by the picture's reception in London, where it played to two of the biggest weeks the Carlton Theatre has enjoyed in

"Tomorrow and Tomorrow" is another production that is living up to expectations. The combina-tion of Chatterton and Lukas is proving irresistible to the women, and at the Paramount on Broadway, the film was held over for a second week-a rare occurrence at this house. Equally good reports have been received from other parts of the country.

C. R. HAMMER, J. J. HESS JOIN OUR COMPANY

ARL R. HAMMER has been named to an executive post in the company in a move to coordinate the functioning of the following departments - maintenance and construction, purchasing, real estate, and insurance. For the past twelve years Mr. Hammer has been operating vice-president and treasurer of the McCord Radiator Company of Detroit.

J. Hess, former national director of advertising, publicity and exploitation for RKO Theatres, has been appointed assistant to Arthur L. Mayer, director of advertising and publicity for Publix Theatres.

"Shanghai Express"

OF many thousand pictures viewed during a ten-year period. "Shanghai Express" is the finest the most fascinating. Von Sternberg, Dietrich, Brook and the rest have attained perfection. See for yourself—as I have, and will again and again. Never has Martene Dietrich reached greater heights and never has she appeared so alluring. It's a mighty triumph for Paramount—and all concerned.

-Vew York Inerican

O NE of the most exciting melo-dramas of the season. It stars the glamorous, provocative Marlene Dietrich. It boasts astonishingly vivid atmospheric backgrounds. It contains a stimulating idea. It of-fers, in other words, great entertainment.

-New York Evening Journal

THIS picture has everything! The harrowing, melodramatic events are packed with color, beautifully engineered by the gifted von Sternberg. The picture stirs imagination, stimulates excitement. An excellent cast supports Miss Dietrich, who never was lovelier, more highly effective. It's hoke melodrama. But what hoke melodrama! You'll love it!

-New York Daily Mirror

A BEAUTIFULLY photographed, ed, excellently acted and brilliantly directed movie melodrama. It is a pleasure to see one of the cinema's most beautiful and competent actresses in action again. This you Sternberg is truly an artist with the camera, and, what is more important, he knows how to use it to tell a story. The technique of "Shanghai Express" is essentially silent with the dialogue worked in so skillfully that it never hinders the forward movement of the story.

New York World-Telegram

T is Miss Dietrich's fourth fling at the talkies, and it is her best Von Sternberg's direction is as brilliant as his photographic effects are imaginative. Most of all, you will be impressed by the magnificent, effortless performance of the breathtakingly beautiful Miss Dietrich, and by the resourceful direction of von Sternberg. It is one of the most satisfying pictures to come this way in months.

-Brooklyn Daily Eagle

TILMED in Hollywood so exotically, so colorfully, so abundant with the atmosphere of China that it is bound to convince motion picture audiences of its authenticity, while it fascinates them with its complex plot. You'll enjoy "Shanghai Express" tremendously.

M OVIE drama of a high order, beautifully presented, exceptionally well played and holding suspense until the last foot of its glamorous action has been shown In it is Dietrich at her best, more beautiful than the cameras have yet recorded her, easy and smooth in her manner, yet compelling in every movement and gesture. Don't miss this picture!

-Xew York Evening Grankie

ONE of the matchless, pictorial triumphs of the season. Von Sternberg manages to capture with his camera unparalleled and magical beauty. I have never seen Miss Dietrich so purely the creation of the magic of photography, lights and the original voluptuousness that is her own right.

T is by all odds the best picture T is by all odos the beat proceed.

Josef von Sternberg has directed. Marlene Dietrich gives an impressive performance. Clive Brook's performance is also noteworthy. Warner Oland is excellent.

AN INSERT FOR PROFITEERS!

PROFIT with Paramount!

That's the straight-from-the-shoulder message that our company is effectively broadcasting to exhibitors via an extensive ad campaign in all tradepapers. The current 16-page colored insert impressively pounds home the profiteering possibilities of six giant money-makers—"Shanghai Express," "Broken Lullaby," "Dancers in the Dark," "One Hour With You," "The Miracle Man" and "Strangers in Love" (formerly "Intimate").

Study this insert! It's chock-full of selling copy that you can use in your territory to help sell your exhibitors to profit with Paramount!

NEWS SCOOPS FIELD ON SHANGHAI INVASION

ARAMOUNT Sound News raced half-way around the world by steamer and airplane to bring to the screen first newsreel pictures of the Japanese attack upon Shanghai. All opposition news reels were scooped by more than eight hours.

The films, which show actual fighting in the streets of Shanghai, were so extraordinary that the Associated Press used eight clips from them in preference to their own newspaper still pictures. These clips were published in newspapers throughout the country, with a line crediting Paramount Sound News.

A thrilling word picture of the battling in Shanghai was also received in New York from William Jansen, Paramount Sound News cameramau. "It is extremely hard to write my impressions at the moment, with bombing planes flying overhead," Jau-sen wrote "I have been through many trials in my ten years' residence in China, but never have I seen such destruction of property and loss of

JAPAN FANS PREFER PARAMOUNT PICTURES

READERS of the "Movie Times"
Tokio, prefer Paramount pictures almost to the exclusion of other brands. The magazine's annual contest for the best picture of the previous year, chosen by its readers' votes, is now underway, and the latest standing reveals that of the first ten pictures, seven are Para-

"Morocco" is first by a tremendous margin, and looks au easy winner of the silver trophy awarded the best picture. The other six include "City Streets," "Dishonor-ed," "Man of the World," "Skippy," "Smiling Lieutenant" and "American Tragedy.

Obviously Tom Cochrane and his boys are doing a fine selling job in that territory!

NEW BOOK FEATURES SPANISH PRODUCT

COMPLETE summary of our A Spanish product for the current season has just been issued by O. R. Geyer, manager of the for-eign advertising and publicity de-partment, in the form of an attractive announcement book, which, for its effective use of color and selling copy, is one of the best sales mannals we have ever seen.

The book lists a number of productions starring American personalities in addition to a group of pictures in which well known Spanish-speaking stars appear.

The book, in quantities, is now en route to all branches in the Spanish-speaking territory of the Old World and to the Latin-American offices. Properly distributed to exhibitors and judiciously used by the salesmen, this announcement book should be a powerful sales aid.

Extra!

Vol. 5

MARCH, 1932

No. 3

"ONE HOUR WITH YOU"

Rocks Broadway in Dual World Premiere at the Rivoli-Rialto Theatres

ROADWAY became a two-way boulevard to hilarious entertainment on Wednesday evening, March 23, when "One Hour With You" celebrated its world premiere with simultaneous openings at the Rivoli and Rialto theatres.

This is the first time since the debut of "The Pony Express" in 1925 that Paramount has run a picture day and date in these two houses.

Consequently, for Lubitsch, Chevalier, MacDonald and the other members of the cast it was a double triumph.

In fact, everything went double. There was twice as much hullabaloo and excitement as usually attends a brilliant first night. Twice as many distinguished guests were present. And twice as many people anticipated the morning-after verdict of the critics by laughing heartily, applauding generously and enjoying themselves hugely.

To attempt an analysis of this sparkling cinematic cocktail here would be stealing the thunder of the critic's *raveiews*, which are printed on another page of this issue.

We shall, therefore, content ourself with emphasizing some of the selling angles.

It is inevitable that "One Hour With You" will be compared with "The Love Parade." Not because of any similarity in theme, but because it reunites the talents of Lubitsch, Chevalier and MacDonald. There is satisfaction, then, in the thought that whenever such a comparison is made, the honors will go to "One Hour With You."

It is a better picture in every department of its production. This need occasion no surprise. It is perfectly natural. After all, "The Love Parade" belongs to the vintage of 1929. In the three years that have passed, the talking picture has made giant strides. The microphone has grown up. Sound and dialogue have outlived their "growing pains."

Lubitsch introduces in his latest triumph such novelties as



rhymed dialogue, permitting Chevalier to talk to the audience, and merging action with music. These are matters of directorial technique not only undreamed of in 1929 but radically new in 1932.

Another of the picture's strong points is its music by Oscar Straus and song hits by Whiting and Robin. "One Hour With You" is not a comedy with music, it is a comedy and a musical film. The two elements are closely interwoven and practically inseparable. Unquestionably the popularity of the music will prove a powerful contributing factor to the picture's box office success.

It goes without saying that for the foreign market, "One Hour With You" is made-to-order. It makes no difference which version you release in your territory—the English or the French; the all-important point is that again you have a golden opportunity to exploit that superb film combination—Lubitsch, Chevalier and MacDonald!

Get behind "One Hour With You" and sell it for all it is worth. It spells P-R-O-F-I-T in capital letters a foot high!



Published in the interests of Paramounteers in every part of the globe; designed to reflect their aims, efforts and sentiments; and with its contents, of course, strictly confidential!

Samuel Cohen Editor

Vol. 5. MARCH, 1932 No. 3

11, 1332

Paramount's Greatest Asset!

ALTHOUGH it does not appear on the balance sheet, the greatest asset of our organization lies in the skill, energy and purpose of the people who carry on its work.

IN 4 WORDS!

NE of our Home Office men had lunch the other day with a friend who works for another film company.

Naturally the conversation drifted to the current state of affairs in the industry.

His friend was blue, depressed, even bitter, pointing out that general conditions were still pretty bad, summer was coming on, etc. He ended up pessimistically, "It looks like a heluva tough year to me."

"You're all wet," was our Home Office man's comment. "There's plenty of evidence to indicate that the tide has turned and the country is on the upgrade. And anyway, I believe Paramount is in for a great year."

"And what makes you so cocksure that everything will be just dandy for Paramount?", the friend inquired sarcastically.

"I can answer that in four words," was the prompt reply, "we have the goods!"

WE HAVE THE GOODS!

Those four pregnant words sum up the whole thrilling story that Paramount has been effectively broadcasting to the trade since January 1.

WE HAVE THE GOODS!

Our production department may well look back upon the first three months of 1932 with a sense of genuine achievement.

WE HAVE THE GOODS!

It's as true as the gospel — when you apply to the product the only honest yardstick we have in this business —box office receipts.

WE HAVE THE GOODS!

Call the roll! The verdict is in on "Ladies of the Big House," "Dr. Jekyll and Mr. Hyde," "Broken Lullaby," "Tomorrow and Tomorrow," "Shanghai Express," not forgetting such foreign productions as "Service for Ladies," "Tu Seras Duchesse" and "Il Est Charmant"—hit after hit after hit!

WE HAVE THE GOODS!

And now, as if to celebrate the official opening of Spring, along comes "One Hour With You" to establish a new "high" in entertainment.

It's a production that stands out like a planet among the stars!

Lubitsch + Chevalier + MacDonald at the very peak of their careers—the greatest record-wrecking combination in the film business! (Remember "The Love Parade"!)

WE HAVE THE GOODS!

Steadily, solidly, Paramount is forging forward.

"The Miracle Man" is coming! And a second Dietrich grade-A success! And another Chevalier-MacDonald natural!

And Lubitsch will make three more certified hits under a new contract he has just signed!

WE HAVE THE GOODS!

What more could you ask for?

Armed with such a line-up of product every Paramount salesman ought to be as invincible as an Irishman with a brick in his hand!

Properly merchandised, this program will carry our company to an even higher level than it attained during the boom times.

If every division will continue to intensify its selling efforts, and make intelligent and profitable use of its showmanship power, 1932 will indeed go down in Paramount records as "a great year." It's up to you!



CHILE RETAINS LEAD!

First Five Divisions Maintain Their "Status Quo"

France and Italy Roll Up Some Very Fancy Grosses

Mr. Seidelman Sounds Keynote at Meeting in Paris

BY way of varying this page of pertinent comment and opinion, we commend to your attention a four-line bit of homely wisdom from the rustic pen of James Whitcomb Riley:

"Ef you want somethin', and just dead-set A-pleadin' fer it with both eyes wet, An' *tears* wont bring it, w'y—just try *sweat* As my uncle ust ter say."

If we were asked to boil down this poetical effusion into a snappy 1932 slogan, our suggestion would be:

A lot of aggression will relieve the depression!

This brings us logically to the subject of standings, for many of the offices during the five weeks of February worked with depression-proof energy.

France and Italy, in particular, deserve a world of credit for the sensational grosses they turned in. Pretty nearly a new record for these two. Congratulations to Messrs. Souhami and Aboaf! Their legionnaires are evidently on their toes!

There were other fine selling jobs done. Vigorous, concentrated, efficient selling helped Chile freeze onto first for the second consecutive month. We hear that Mexico is tying up all the available playing time in its territory with Paramount product dating back even to the silent era. Attaboy, Mr. Saiso!

On the Continent the "Mighty Matadors" have taken the bull by the horns, so to speak, and are determined to repeat their 1931 success. Way down south in South America, the "Gauchos" are staging a grand battle for business, with leader Lange urging on his men with inspiring zeal and devotion. His cry is, "First or Bust!" Over in Great Britain, the "British Bulldogs," with characteristic persistence, are holding on to Quota with an unshakable grip.

Curiously enough, there was no change in position among the first five. And here's another significant point: of the seven over 100%, the first four operate in Spanish-speaking territories.

Hats off to the following divisions for materially improving their standings—Colombia, Porto Rico, Guatemala, Philippines and Austria. They are making good in bad times, which is the greatest badge of courage any office can wear right now.

You understand, of course, that these standings are merely temporary, since they are based only on gross revenue. In the final analysis, you will be judged by the *net profit* your office produces, not by the volume of business it turns in. There must be no diminution in *selling efforts*. At the same time, you must pare your *selling costs* down to as low a point as is consistent with efficiency.

This was the keynote sounded by Mr. Seidelman at a meeting he held in Paris, shortly after his arrival in Europe, which brought together the production and distribution executives on the Continent. It was a get-together high-lighted by tremendous enthu-

siasm, inasmuch as most of those present saw for the first time several of the big Paramount hits they had been hearing about for months. "Shanghai Express," in particular, excited their unbounded admiration. They all agreed with Mr. Seidelman that this picture, following closely on "Dr. Jekyll and Mr. Hyde," and "Broken Lullaby," and to be followed by "One Hour With You," gives us four outstanding attractions which cannot be equalled by any other company in the business.

The important thing, as Mr. Seidelman emphasized, is not only that proper sales be made, but that sufficient playing time and extended runs be arranged wherever possible on these pictures, so that maximum results may be obtained. And that's the thought you should keep uppermost in mind, maximum results at minimum costs, if you want to be listed among the profutproducers of 1932!

*STANDINGS AS OF MARCH 1, 1932

2. 3. 4.	MEXICO	66	100%
4.	SPAIN	66	44
	ARGENTINA	66	66
5.	GREAT BRITAIN	66	44
6.	ITALY	66	66
7.	FRANCE	44	66
8.	COLOMBIA	over	90%
9.	AUSTRALASIA	46	
10.			66
11.		66	66
12.		66	44
13.	POLAND	over	80%
14.	GUATEMALA	66	66
15.	BRAZIL	66	6.
16.	PHILIPPINES	66	66
17.	GERMANY	over	70%
18.	AUSTRIA	66	66
19.	JAPAN	66	66
20.	CZECHO-SLOVAKIA	66	6.6
21.	CUBA	66	
22.	LATVIA	under	70%
23.	PANAMA	44	66
24.	SCANDINAVIA	66	66
25.	FINLAND	66	44
26 .		66	66
$\frac{1}{27}$.	CHINA	6.6	66
28.	ROUMANIA	44	66



"ONE HOUR



WITH YOU"



These Are Not Reviews But RAVEiews!

THE comedy of the year! L Superb! Two theatres won't be big enough to hold the crowds this one will attract. The Chevalier-Lubitsch combination has reached that stage of perfection where this newest "One Hour With You" sparkles, crackles and snaps. It's the broad high comedy Lubitsch does best. Chevalier has a role that fits him to greater perfection than did that in "The Love Parade" and "The Smiling Lieutenant." It's grand entertainment!

-Now York Daily Mirror

ERNST LUBITSCH takes another bow for the amusing, satirical romantic farce. "One Hour With You" is offered with all the smooth finish of Mr. Lubitsch at his best. He discards accepted ideas of production and introduces several new innovations which add to the film's "One Hour With You" will remain on Broadway until followers of the grinning Frenchman have heard his songs, giggled surreptitiously at his sly humor and admired the charming Jeanette MacDonald.

-New York Evening Graphic

NE HOUR WITH YOU" is an excellent production, with Lubitsch and Chevalier at the top of their forms.

-New York Times

Chevalier and Miss Jeanette MacDonald have onairly charming. Mr. Ludished it out once again—a bitsch has arranged a handdelicious bill of screen fare, some and lusciously tasteexcellently appointed from ful production for his story. start to finish. It combines wit with sophistication, naughtiness with niceness, "One romance with song. Hour With You' is a flicker to make even the skeptics go gloriously giggly for more than one hour. It's a tonic for whatever ails you! Don't miss it!

*highest rating

-New York Daily News

AURICE CHEVA-LIER and his associates provide a generous measure of entertainment in "One Hour With You." Provides an evening of grins and chuckles. It is a cated little bit of fluff.

New York World-Telegram

FOUR stars.* Lubitsch, THE new film is gay, high-spirited and deb-The music is pleasant and gaily tuneful. Among the other virtues there should be named the always intelligent dialogue, the acting, and those shrewd and urbane suggestions of sly and knowing wit which have always been and must continue to be described as "Lubitsch touches." Maurice Chevalier plays with all the celebrated charm which is attached to his reputation, but with a deft expertness which reveals him as a far shrewder actor than most of us had realized that he was. It is, I think, suave, mature and sophisti- his best American perform-

-New York Herald-Tribune

GAY movie-musical entertainment, not only because it has been smartly directed by the resourceful Lubitsch, but for the equally good reason that it has the ingratiating Cheva-It's lots of fun. Naughty but not offensive. The first night audience was evidently delighted.

Brooklyn Daily Eagle

LIGHT and charm-A ing feast for ear, eye and mind. It is an effective merger of dialogue, songs, a commenting witty and interpretative musical score, and a good light farce story.

TUTE as can be, clever, naughty in a nice way, the latest contribution of that faun of filmdom, Ernst Lubitsch, provides a light, delicious and wholly unorthodox cinematic hour. It serves well to exploit the peculiar talents of the "Paris Personality Boy" and the charms—personal, vocal and histrionic—of the well-nigh peerless, sparkling star, Jeanette Mac-Donald. The entire production romps along to the tune of well-won audience laughter.

New York American

RNST LUBITSCH, the old master of sophisticated light comedy, has done it again. Gay, smart and amusing!

-New York Evening Journal

SOME FRONT! SOME FILM! SOME FUN!



AND THAT GOES FOR THE RIALTO TOO!

This flashy display on the Rivoli Theatre is repeated with some variations on the Rialto Theatre front as well, providing Broadway with a double display and a double treat. And how New York is flocking to see it!



CORNER EVERY MERCHANDISING PARAMOUNT O F THE GLOBE

MADRID BALLYHOO!



IT BLOCKED TRAFFIC!

This modernistic float, really an elaborately decorated truck, made a swell ballyhoo for "The Smiling Lieutenant" during the picture's run at the Palacio de la Musica in Madrid, Spain.

FISHER USED STREET STUNTS AS FILM BAIT

ULIUS FISHER, manager of the Capitol Theatre, Singapore, went angling for box office profits and The Smiling Lieutenant' used two swell street stunts as bait to hook prospective customers. The first of his outdoor ballyhoos was a decorated trolley bus, which toured the city streets. The other was a classy automobile which carried a Chevalier impersonator, resplendent in a gay uniform, all around town. Both stunts received breaks in the photo section of the "Straits Times," which meant added publicity for the picture.



TOWER MARKS SPOT!

When Paramount's exploitation automobile arrived in Pisa, Italy, in the course of its Continental tour, it gave the natives two sights to point out to visitors—the other being the famous leaning tower pictured above.

PARAMOUNT THEATRE, LEEDS, HAS BRILLIANT OPENING-NEWEST LINK IN BRITISH CHAIN

theatre in Leeds, England, on the night of February 22, in the presence of a gala audience composed of civic and trade notables as well as many Paramount executives.

The curiosity of the public, raised to a feverish pitch by a fine publicity build-up campaign, was indicated by the fact that towards the time of the opening performance, the doors were surrounded by a jostling crowd of people willing to pay for admission, but for whom no space remained, while more fortunate ticket-holders elbowed their way thru with the utmost difficulty.

The gay, sumptuous surroundings, lavish appointments and general air of luxury and comfort that of Earl St. John.

LIVELY scenes marked the open-ing of the de luxe Paramount ing comment from the enthusiastic ing comment from the enthusiastic first night audience. "Not all of us can enjoy at home the sensation of walking almost ankle-deep in carpet," pointed out a newspaper ac-count of the affair, "but that and other sensations are covered by the price of admission to the Paramount.

The initial program included the first local showing of "The Smiling Lieutenant" and an elaborate stage show produced by the ingenious Francis Mangan.

The newest link in our chain of British theatrcs will be under the managership of Mr. Sadler, the direct supervision of Leslie C. Holderness, and the general direction

"IF IT'S A PARAMOUNT PICTURE—"



THE BOX OFFICE LINE FORMS TO THE RIGHT! A night shot of the lineup outside the Carlton Theatre, London, during the run of "Dr. Jekyll and Mr. Hyde." A common sight for two weeks!

BRAVO, BRAZIL!

W ITH the opening of their motion picture season at hand, the Brazil boys came out with a full page smash ad in the newspapers on new product that must have gladdened the hearts of exhibitors and public alike. Ten pictures, topped by "Shanghai Express" and "Smiling Lieutenant," were announced in as beautifully designed a layout as we have seen in months.

Beautiful because of its striking simplicity. Yet all the component elements of illustration, copy and white space arranged to blend, harmonize and catch the eyc.

If we were a Paramount salesman in Brazil, we would urge every exhibitor to mount this ad on beavcr board, with a sign reading: Coming to This Theatre! And run an arrow from each picture on the ad to a spot on the beaver board marked with the actual playdate. It wouldn't be a new idea, but it would be smart showmanship!

"SKIPPY BARGAINS"

THE national campaign conducted by our Australian showmen on behalf of "Skippy" has made a lasting impression on the local exhibitors, as is evidenced by the extra merchandising effort they are putting behind the picture.

Manager Horton of the Hawcra Theatre Company, Hawera, N. Z., reaped a harvest of profit-in fact he doubled his average gross dur-ing the run of "Skippy" — after sowing some fine exploitation seed.

Mr. Horton not only obtained twenty-five shop windows from the merchants in his town for displays. but he arranged a merchandising tie-up with the largest department store and another with the largest grocery and hardware store. Both stores ran special sales, which were advertised in the newspapers, the articles being tagged "Skippy Bargains" and carrying tie-up copy. Free tickets, paid for by the merchants, were offered those purchasing ten shillings worth of goods.

WINS JAVA AWARD!



BY POPULAR VOTE!

 $T^{\it HE}$ photo shows Andre Olsen, Paramount branch manager at Batavia,, displaying the silver cup won by "The Love Parade" as the best picture screened in Java during 1931. The award was made by "Filmland." Mr. Olsen, with prophetic vision, included a "Smiling Lieutenant" poster in the photograph!

SKOAL, SCANDINAVIA!

FRESH batch of posters, newly arrived from Sweden, furnishes us with an excuse to comment upon the consistently striking showmanship paper that the Vikings turn out. Even without the identifying line at the bottom, "Made in Sweden," we would recognize a Swedish poster. It's distinctive, due to its special modernistic treatment. We congratulate Mr. York's ad sales manager. Hc may well be proud of his posters!



TELLING NEW YORK!

One of the effective ads in the advance campaign that kept all New York on the qui vive for the double-header opening. It stood out on the newspaper page like a sore thumb!

Paramount Studios



NEWCOMER GIVEN TITLE ROLE IN "LONE COWBOY"



Randolph Scott

ONE COW-BOY" and other picturesque dramatic writings of Will James, authorcowboy - adventurer. will be brought to the screen by Paramount.

In order to preserve the freshness and originality of "Lone Cowboy," the first of the series, a Hollywood newcom-

er, Randolph Scott, has been chosen for the title role. Scott is tall, goodlooking, a former Virginia college athlete and an expert horseman.

Production will start within the next two months on James' 15,000 acre ranch near Billings, Mont., the rolling plains, mountains and rivers of which are the locale of the autobiographical classic.

James, who began writing only five years ago after a career as magazine illustrator, is one of the most famous of today's western characters. Left an orphan at babyhood, he "hit the trail" when only five and a few years later was thrown wholly upon his own when his guardian, a French trapper, was killed. He has covered the en tire West on horseback and experienced all the thrills of a cow-punch-

CUMMINGS TO DIRECT NEW PRODUCTION

RVING CUMMINGS has been signed to direct the dramatic human interest story tentatively titled, "The Countess of Auburn." In the cast will be three of Paramount's leading character actors, Alison Skipworth, Richard Bennett and George Barbier. Frances Dee and John Breeden will head the younger players. The story is an original by Malcolm Stuart Boylan and Harvey Harris Gates.

MADE IN LONDON!



Gertrude Lawrence in "Aren't We All?"

STUDIO SNAPSHOTS!

Island, all domestic production activities of our company will hereafter be concentrated at the Hollywood

ARXMANIA is to invade the college campus. In plain English that means the background of the next Four Marx Brothers comedy. "Horse Feathers," will be collegiate. The mad Marxes will have definite characterizations; Groucho as a college president, Harpo as the town dog-catcher, Chico as the ice man and Zeppo as the football star son o Groucho. Florence McKinney shares feminine honors with Thelma Todd. Sheila Mannors, E. H. Calvert and Ed. Le Saint are in the supporting cast. Harold Hecht will direct the dance ensembles.

ARY COOPER, who has been G away from Hollywood nearly ten months on a vacation which carried him into the interior of Africa, sailed for New York from

WITH the official closing of our THE Claudette Colbert-Edmund eastern studio in Astoria, Long Lowe co-starring picture produced under the tentative title, "Sensation," will be released under the title, "The Misleading Widow." It was directed by Stuart Walker.

> H AROLD LLOYD'S new comedy, as yet untitled, is being directed by Clyde Bruckman, who made "Feet Associated with Bruckman as dialogue director is Edward Royce, for many years stage director for Ziegfeld and Dillingham. Dialogue for the picture was written by Vincent Lawrence. Kenneth Thompson. Eddie Featherstone and Sydney Jarvis are recent additions to the cast.

"THE STRANGE CASE OF CLARA DEANE" will be the release title of the film version of Arthur M. Brilant's play, "Clara Deane," featuring Wynne Gibson at the head of a cast that includes Pat O'Brien, Frances Dee, Dudley Digges, Russell Gleason, George Barbier and London, March 25, and will be back in Hollywood before you read this. of Louis Gasnier and Max Marcin.

NEW PICTURE FEATURES MARCH, MISS SIDNEY

44 M ERRILY WE GO TO HELL" has been selected by Paramount as the title for the forthcoming picture featuring Fredric March and Sylvia Sidney, with Jack Oakie and Adrianne Allen, popular London stage star, in leading roles.

"Merrily We Go To Hell"



Sylvia Sidney

is the screen version of Cleo Lucas' prize novel, "I, Jerry, Take Thee, Joan." It is a picture of the drama and romance that come into the lives of a young playwright and his wife.

Dorothy Arzner will direct the picture. The script is being prepared by Edwin Justus Mayer.

PARAMOUNT FRENCH AND BRITISH FILMS RING BOX OFFICE BELL—GET AMERICAN RELEASE

out quality pictures that are consistently ringing the box office bell.

Audiences at the Paramount Theatre in Paris have within the past few weeks set their seal of approval on two French-made originals, "Tu Seras Duchesse," and "Il Est Charmant." "Variety's" Paris correspondent reported both as sure-fire money-makers and raved about "Il Est Charmant" as follows: "An unquestionable smash, with tremendous entertaining qualities for local audiences, being amusing, excellently acted, and supported by exceedingly catchy music.'

The picture shown to a group of Home Office executives excited so much enthusiasm that it was decided to book it into the Fifth Avenue Playhouse, New York, for a test run, with a view to subsequently releasing it nationally.

The success of our British-made pictures abroad has been watched with May all the films be winners!

DARAMOUNT'S foreign studios keen interest by our distribution dein Joinville and Elstree are vying partment. With no language barrier with the Hollywood plant in turning to worry about and with casts made up of popular players favorably known on this side, these productions are all possibilities for the American market.

> Already "Service for Ladies" has found a place on the domestic program, being scheduled for release sometime in June. Leslie Howard, noted stage and screen star, plays the leading role in this film. Other Paramount British productions recently completed, but not yet previewed, include "Aren't We All?" with Gertrude Lawrence, from the stage hit of the same name; and "Lily Christine" by Michael Arlen, with a cast headed by Corinne Griffith, American screen star, and Colin Clive, the English favorite, who scored so sensationally in "Frankenstein.

> This friendly rivalry among the three studios is a mighty fine stimulus to bigger and better box office product

ARLEN, MORRIS CAST IN "COME ON MARINES"

COME ON MARINES," dramatic story of Devil Dogs carrying their adventures into war-tossed China. will be produced by Paramount with Richard Arlen and Chester Morris in the leading roles, and Adrienne Ames supplying the feminine interest.



Richard Arlen

Marion Gering will direct the story, which is being prepared for the screen by Martin Flavin and Edward Kaufman, from an original by James K McGuinness and Thomas Boyd.

LUBITSCH RE-SIGNS!

ERNST LUBITSCH has just signed a new contract with Paramount to produce three pictures a year.

ROGERS TO MAKE EIGHT FILMS FOR PARAMOUNT

INAL papers have been signed by Charles R. Rogers, leading independent producer, for the production by Rogers of eight all-star feature pictures to be released on the 1932-33 Paramount program.

Simultaneously with announcement of the agreement, Rogers stated that his first picture, "Madison Square Garden," would go into production immediately and that preparations are under way for "Seventy Thousand Witnesses" and "The Girl Without a Room.

Each of the features will be designed as an exploitation special, will be filmed with an all-star cast on a plane as extensive as required by its idea and will contain showmanship clements which have characterized such of Rogers' former productions as "McFadden's Flats," "Classified," "Millie," "The Common Law," etc.

MADE IN PARIS!





THE OBSERVATION TOWE

Nowand then the Editor * takes

look!

LONDON, STOCKHOLM HAIL "SHANGHAI"

S HANGHAI EXPRESS" has started thundering its triumphal way thru the capitals of

The Dietrich-von Sternberg hit has seored two stunning successes in its first two public appearances on the Continent.

From Mr. Seidelman comes cabled information to the effect that the production is an out-and-out sensation in Stockholm and in London. In both eities it is playing to capacity, and in for a long run.

PARAMOUNT NEWS AIDS IN LINDBERGH CASE

THOUGH as this publication A goes to press there has been no final solution of the mysterious kidnapping of Col. Charles A. Lindbergh's son, Paramount Sound News is fully prepared to get the first visual news of developments and also to aid by every means in its power in the nationwide search for the kidnapped ehild.

To this end our Sound News has posted a network of newsreel units around the Lindbergh home in Hopewell, N. J. These units are co-operating with the authorities in every way. Each unit consists of a cameraman, a sound technician, an electrician and complete equipment and lights for taking sound pictures either by day or by night. They have been placed at Newark, Trenton and New York police headquarters, at Philadelphia, at the New York office of the newsreel and at the Englewood, N. J., home of the late Dwight W. Morrow.

Although newspaper and newsreel men have been barred from the Lindbergh estate at Hopewell, in order to permit negotiations with the kidnappers, a seventh outfit, which includes a high speed truck carrying all necessary equipment, has been stationed as close by as possible. All these units will remain at their posts until the child is found.

The men on duty sleep in three shifts so that one with each unit is always on the alert for the latest news and ready to rouse his comrades in case there are develop-ments in the section his group is covering.

Paramount Sound News also cooperated with authorities by making special prints of the only motion pictures ever taken of Charles Augustus Lindbergh, Jr., and shipping them by air freight to theatres in all cities of the United States. In this way audiences were able to see just what the ehild looked like.

ANOTHER PROFITABLE INSERT!

PARAMOUNT continued its advertising barrage during March by firing another in its series of powerful exploitation inserts on fortheoming product through the medium of the trade press. This latest insert is larger and more elaborate than its pre-

decessors, eonsisting of 24 pages, reproduced in three-color process printing. It emphasizes the merits of the following eight pietures, "This Is the Night," "The World and the Flesh," "Sinners in the Sun," "The Strange Case of Clara Deane," "Thunder Below," "Merrily We Go to Hell," the new Dietrieh film, and "Come

Besides hammering home the profit potentialities of the individual pictures, the insert stresses the faet that Paramount is turning out the best pietures on the market right now.

You will get a copy of this insert. Read it! Study it! Use it!

BELIEVE IT OR NOT - IT REALLY HAPPENED! LOVELY BABY IS BORN ON "WEDDING NIGHT"!

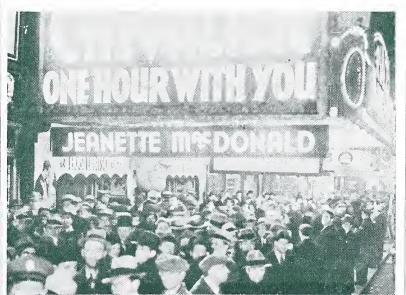
tion of the original Spanish out suffering any ill effects. clipping, which we will be glad Really, events move rapidly in to show to any skeptical reader,

"It sounds unbelievable, but the night that the Esmeralda titled, "Su Noche De Bodas" fooling-Concepcion!

W E are indebted to Mr. Viller (Her Wedding Night), a womlar, manager in Chile, for an sitting in the balcony gave sending us an article which ap-birth to a beautiful bouncing peared in a local newspaper, baby. We have been informed 'El Sur," published in a town that she was attended by the called—but first read the story! personnel of the theatre and Here is an accurate transla- was removed to her home withthe twentieth century, as this who thinks the Editor is joking: matter of giving birth on a 'wedding night' is the first the facts are unmistakable. On time it has occurred in history."

The name of the town in Theatre showed a picture en- which this happened is - no

MOBS STORM RIALTO ON OPENING NIGHT!



THEY KNEW WHAT THEY WANTED!

The storming of the Bastille during the French Revolution was a pink tea compared with the storming of the Rialto Theatre on the opening night of "One Hour With You." The above mob scene was duplicated at the Rivoli Theatre the same night. Who said there is a depression?

'MIRACLE MAN" SMASH HIT SAYS TRADEPAPER

NDER the heading, "'Miracle Man' Sure-Fire," The Hollywood Reporter, West Coast tradepaper, reviewed the pieture as follows:
"Paramount has a sure-fire box

office smash in this piece. The exhibitor ean dust off that sign, make it read, "If It's the Miraele Man, It's the Best Show in Town," and

start stacking the silver.
"An inspired job of casting, sparkling and vigorous dialogue, smooth, intelligent direction, and beautiful photography produce the happy result in the order of importance named. Without that mavelous cast it might have been just another picture with a regeneration theme. Without the rational treatment by Waldemar Young and Samuel Hoffenstein it could easily have gone sticky in the elinches with heavenly faith, and without Norman Me-Leod's sane direction it might have been overloaded with triek shots, of which there are next to none. There is exactly the right amount of musical underscoring also, and that eamera work is a joy from the main title to the fade."

PERSONALITIES!

COLLOWING his six weeks' survey of Paramount activities on the Continent, Mr. J. H. Seidelman, accompanied by Albert Deane, sailed for New York, March 31.

Firm in the belief that the depression is over, and convinced that, "Two ean live as cheaply as one," Louis Fischman, a member of one," Louis Fischman, a member of the Home Office foreign department, joined the ranks of the benedicts on March 26. Asked for a statement just before he left on his honeymoon, Louis remarked, "Mar-On beriage is a great institution." half of his fellow eo-workers, we extend to Mr. and Mrs. Fischman our best wishes for every joy and happiness.

B. Cokell, former manager of the Budget Department, has been named director of the consolidated Budget and Statisties Division at Home Office. This new department will handle all statistical work for the organization, which includes the work of the production, distribution (both foreign and domestic), theatre, and other departments.

Milton Kusell, branch manager of the New York Exchange, has been promoted to the District Managership of District No. 2, embracing the New York, Brooklyn, New Jersey, Buffalo and Albany exchanges. He succeeded J. J. Unger, recently named eastern division manager.

Jeff Lazarus, whose ten years as an advertising and publicity director have associated him with the nation's largest motion picture theatre eireuits, has joined B. P. Schulberg's production staff on the Coast.

List of Paramount Offices Around the World

(MARCH, 1932)

AUSTRALIA

(Australia, New Zealand, Java, Straits Settlements, F. M. States, Siam)

John W. Hicks, Jnr., Managing Director

William J. Clark General Sales Manager W. Hurworth. Asst. General Sales Mgr. F. Gawler, C. E. Henderson District Managers Cables: PARAMOUNT

District Managers
Cables: PARAMOUNT
PARAMOUNT FILM SERVICE, Ltd.
66 Reservoir Street
Sydney, AUSTRALIA.
G. Brookes, Branch Mgr.
(Home Office for Australasia)
PARAMOUNT FILM SERVICE, Ltd.
256-260 King Street
Melbourne, AUSTRALIA
H. A. Kelly, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd.
451 Ann Street.
Brisbane, AUSTRALIA
Cleee J. Shepherd, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd.
230 William Street,
Perth, AUSTRALIA
George Nacked, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd.
172-174 Gawler Flace,
Adelaide, AUSTRALIA
Val. Board, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd.
103 Charles Street,
Launceston, Tasmania, AUSTRALIA
(Shipping Station).
PARAMOUNT FILM SERVICE (N. Z.)
Ltd., Cuba and Diron Streets,
Wellington, New Zebaland,
PARAMOUNT FILM SERVICE (N. Z.)
Ltd., 129-131 Albert Street,
Auckland, New Zebaland
(Shipping Station).
PARAMOUNT FILM SERVICE (N. Z.)

Auckland, New Zealand
Auckland, New Zealand
(Shipping Station).

PARAMOUNT FILM SERVICE, Ltd.
I, A. Groves, Gen. Mgr. for
Far East
Gang Pool 7, Weltevreden (Batavia)
JAVA, Dutch East Indies
Andre Olsen, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd.
Boomstraat 6, Soerabaia
JAVA, Dutch East Indies
S. G. Robinson, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd.
Singapore,
STRAITS SETTLEMENTS
Paul Verdayne, Branch Mgr.

CUBA

(Cuba, Porto Rico, Domini can Republic, West Indies)
Cables: PARAMOUNT

Cables: PARAMOUN1
PARAMOUNT FILMS OF CUBA, S. A.
Raimundo Cabrera 112, Havann, CUBA
A. L. Pratchett, Branch Mgr.
PARAMOUNT FILMS, Inc.,
Apartado 653, Tanca 1012
San Juan, PORTO RICO
J. P. Donohue, Branch Mgr.

GREAT BRITAIN and **IRELAND**

(England, Scotland, Wales, Irish Free State) John Cecil Graham, John Cecil Graham,
Managing Director
Montague Goldman,
General Sales Mgr.
Harold E. Walker
Asst. General Sales Mgr.
Louis Harris, Dist. Mgr. at London, for London, Eirmingham,
Cardiff
Ean Simmons Dist. Mgr. at.

Louis Harris, Dist. Mgr. at London, for London, Birmingham, Cardiff
Ben Simmons, Dist. Mgr. at Leeds, for Leeds, Liverpool, Manchester and Dublin
I. Collins, Dist. Mgr. at Newcastle for Newcastle, Glasgow.
Cables: PARAMOUNT
PARAMOUNT FILM SERVICE, Ltd.
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102-170 Wardour Street
London W. 1. ENGLAND
Oswald H. Cohen, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd.
48 Wellington Street
Leeds, ENGLAND Hington, Ltd.
16 Fraser Street
Liverpool, ENGLAND
ON STREET
LIVERPOOL STREET
LIVERPOOL STREET
LIVERPOOL STREET
LIVERPOOL STREET
Birminglam, ENGLAND
John Corper, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd.
22 Dickinson Street
Manchester, ENGLAND
Norman Wild, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd.
22 Dickinson Street
Manchester, ENGLAND
Norman Wild, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd.
Paramount House, Bath Lane
Newcastle-On-Tyne, ENGLAND
I. Collins, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd.
Paramount House, 11 Pearse St.
Dublin, IRELAND
J. G. Bell, Branch Mgr.
PARAMOUNT FILM SERVICE, Ltd.

FOREIGN DIVISION

EMIL E. SHAUER, General Manager) Paramount Bldg., 1501 Broadway, I. H. SEIDELMAN, Asst. Manager New York, N. Y. JOHN CECIL GRAHAM, Gen. Foreign Rep. (Headquarters-London) I. BLUMENTHAL, Asst. Gen. Foreign Rep.—Studio Contact (H'q'rs—Paris) ROBERT T. KANE, General Manager, Les Studios Paramount, 7 Rue des Reservoirs, St. Maurice (Seine) Paris. CABLE: STUDPARA, PARIS. PARAMOUNT BRITISH PRODUCTIONS, LTD., Imperial Studios,

GERMANY and CENTRAL EUROPE

Elstree, Herts., England.

(Germany, Austria, Hungary, Poland, Czecho-Slovakia, Iugoslavia, Roumania, Baltics, Finland, Holland) G. J. Schaefer, Gen. Mgr.

Claude Bonnaire
District Manager North Germany
Percy Raphael
District Manager South Germany Cables: PARAMOUNT

PARAMOUNT FILM A.-G.
Friedrichstrasse 50/51
Berlin, GERMANY
(Home Office for Jovoe Territorics)
PARAMOUNT FILM A.-G.
Friedrichstrasse 50/51
Berlin, GERMANY
Dr. H. Gordon, Branch Mgr. PARAMOUNT FILM A.-G. Graf-Adolfstrasse 83 Dusseldorf, GERMANY Jean Birkhahn, Branch Mgr.

Dasselm, Oblight, Branch Mgr.

PARAMOUNT FILM A.-G.
Kaiserstrase 2.7
Frankfurt alM., GERMANY
Max Mendel, Branch Mgr.
PARAMOUNT FILMS G. m. b. II,
Neubaugasse I
Vienna VII, AUSTRIA
A. Lichtscheindl, Branch Mgr.
PARAMOUNT FILMFORGALMI R. T
Rakoczi-ut 5.9
Budapest VIII, HUNGARY
Budapest VIII, HUNGARY
Cables: PARAMOUNTFILM)
PARAMOUNT FILMOVA Spol, s. r. o.
Palais Habieb,
Stepanska ul,
Prague II, CZECHO-SLOVAKIA
R. Jellinek, Branch Manager
PARAMOUNT FILMOVA Spol, s. r. o.
Dominikanerplatz, 2.

PARAMOUNT FILMOVA Spot, s. r. o.
Dominikanerplatz, 2
Bruenn, CZECHO-SLOVAKIA
(CShipping Station)
YFGOSLAVENSKO D. D. ZA PROMET
Paramount Filmova,
Frankomanska-ul Sagreb, YtGOSLAVIA
(Cables: Paramount)
M. F. Jordan, Branch Mgr.
YtGOSLAVENSKO D. D. ZA PROMET
Paramount Filmova
Zeljeznicka ulica 7
Novisad, YtGOSLAVIA
(Skitping Station)
PARAMOUNT FILMS sp. z. ogr. odp.
Sienna, 4
PARAMOUNT FILMS sp. z. ogr. odp.
Sienna, 4
PARAMOUNT FILMS sp. z. ogr. odp.

(Shipping Station)
Sienna, 4
Warsaw, POLAND
M. Czaban, Branch Mgr.
PARAMOUNT FILMS
Plac Marjack! 5
Lemberg, POLAND
S. Tyktin, Branch Manager
PARAMOUNT FILMS
Kosciuszk!, 1
Katowice, POLAND
(Shipping Station)
PARAMOUNT FILMS
Kosciuszk!, 1
Katowice, POLAND
(Shipping Station)
PARAMOUNT FILMS A/S
Suur Karja, 18
RevolyTallin, ESTONIA
(Shipping Station)
PARAMOUNT FILM A/S
Brivibas lela 15 (Freiheitsstrasse 15)
Riga, LATVIA
Riga, LATVIA
Rornel Mgr.
PARAMOUNT FILMS A/G
Lalsves AI., 46
Korno, LITHUANIA
(Shipping Station)
PARAMOUNT FILMS A/G
Lalsves AI., 46
Korno, LITHUANIA
(Shipping Station)
PARAMOUNT FILMS S. A. R.
Str. Baratlet, 2
Eucarest, ROUMANIA
N. G. Palugyay, Branch Mgr.
(Cables: PARAMOUNT)
Amsterdam, HOLLAND
C. Peereboom, Branch Mgr.
(Cables: PARAMOUNT)
S C A N D I N A V I A

SCANDINAVIA

(Sweden, Norway, Denmark) Carl P. York, Gen. Mgr. Cables: PARAMOUNT

Cables: PARAMOUNT
FILMAKTIEBOLAGET PARAMOUNT
Haungatan 22
Stockholm, SWEDEN
(Home Office for Scondinavia)
FILMAKTIESELSKABET PARAMOUNT
Vestre Boulevard 29,
Copenhagen, DENMARK
Harald Frost, Branch Manager
FILM-AKTIESELSKAPET
PARAMOUNT
TOVYSATEN
TOTYSATEN
T

Torvgaten 9
Oslo, NORWAY
E. Eriksen, Branch Manager
O/Y PARAMOUNT FILMS, A. B.
Glogatan 8, ogatan 8, Helsingfors, FINLAND Harry Hammar, Branch Mgr.

FRANCE

(France, Belgium, Switzerland, Egypt, Algeria, Tunis, Morocco)

David Souhami Administrateur-Delegue Henri Klarsfeld, Sales Manager

Cables: PARAMOUNT 96

SOCIETE ANONYME FRANCAISE DES FILMS PARAMOUNT I Rue Meyerbeer (Homatis, FRANCE (Home Office for Above Territories) SOCIETE ANONYME FRANCAISE DES FILMS PARAMOUNT 67-69, rue Fessart

SOCIETE ANONYME FRANCAISE
DES FILMS PARAMOUNT
67-69, rile Fessart
Paris, Fitance
Maurice Poirier, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
5, rue de Neuwiller
Strasbourg, Fitance
Marcel Collin, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT
5, rue d'Amiens
Lille, Fitance
Leen Joannin, Branch Mgr.
S. A. F. DES FILMS PARAMOUNT

F. DES FILMS PARAMOUNT
J.A., rue de la Bibliotheque
Marseille, FRANCE
Robert Lenglet, Branch Mgr.

Robert Lenglet, Granch Mgr.
A, F. DES FILMS PARAMOUNT
G, rue Peyronnet
Bordeaux, FKANCE
Edmond Lagneau, Branch Mgr.
A, F. DES FILMS PARAMOUNT
G, rue Stella
Lyon FRANCE
Marcel Yot, Branch Mgr.

F. DES FILMS PARAMOUNT, rne Michelet
Alglers, ALGERIA
Emile Bellycb, Branch Mgr.

Emife Bellych, Branch Mgr.

S. A. F. DES FILMS PARAMOUNT
7, Avenue de Carthage
Tunis, AFRICA
A. Valensi, Branch Mgr.

S. A. F. DES FILMS PARAMOUNT
136, Boulevard de la Gare
Casablanca, MOROCCO
Ugo Tosi, Branch Mgr.

A. F. DES FILMS PARAMOUNT
23, rue Tewfik
Calro, EGYPT
Maurice Paraud, Branch Mgr.

S. A. F. DES FILMS PARAMOUNT
11, Chaussee de Haecht
Brussels, BELGIUM
Emile Gourdon, Branch Mgr.

ROBERT ROSENTHAL ROBERT ROSENTHAL
Reichensteinerstrasse 14
Basel, SWITZERLAND
(Cables; EOSFILM)

SPAIN, PORTUGAL

M. J. Messeri, Managing Director

Cables: PARAMOUNT

PARAMOUNT FILMS, S. A.
91 Paseo de Gracia
Barcelona, SPAIN
(Home Office for Spain and Portugal)
PARAMOUNT FILMS, S. A.
Avenida Pl y Margali, 22
Madrid, SPAIN
Eugenio Hernandez, Branch Mgr

PARAMOUNT FILMS, S. A. Alameda Mazarredo, 6 Bilbao, SPAIN Manuel de Diego, Branch Mgr.

Manuel de Diego, Branch Mgr.

PARAMOUNT FILMS, S. A.
Calle Sornl, 14

Valencia, SPAIN
Raphael Alberola, Branch Mgr.

PARAMOUNT FILMS, S. A.
Calle, San Pablo, 41
Seville, SPAIN
Aurello Garcia, Branch Mgr.

PARAMOUNT FILMS, S. A. Rua Braamcamp, 10 Lisbon, PORTUGAL Tyndaro Guimaraes, Branch Mgr.

MEXICO

Cables: PARAMOUNT

PARAMOUNT FILMS, S. A.
Calle Ayuntamiento No. 46
(Apartado Postal 108 bls)
Mexico City, MEXICO
Vicente Saiso, Branch Mgr.

ITALY

(Italy, Turkey, Greece, Bulgaria)

Americo Aboaf, Managing Director

Managing Director
Cables: PARAMOUNT
S. A. I. FILMS PARAMOUNT
(Home Office for Italy)
Via Magenta No. 8
Itome, ITALY
Cav. Arrigo Bocchi, Branch Mgr.
S. A. I. FILMS PARAMOUNT
Via Roma, 345-bis
Naples, ITALY
Cav. Salvatore de Angelis
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aramount ternational Vol. I, No. 1

HE GOOD OLD TIMES A WITH US ONCE AGAIN

THE SIGN OF THE CROSS-ROADS OF THE WORLD



Prouder than Ever is the Paramount Building. It's still at the Crossroads of the World in New York City, and it's prouder than ever of the men and women who are the strength and fibre of the Paramount Organization in all parts of the world. These staunch Paramounteers have been through fire and hell, and under inspired leadership Messrs Zukor, Shauer, Kohn, Schaefer and Emanuel Cohen they have triumphed over fearsome odds. As a symbol of their gallant efforts, the Paramount Building still stands forth significant of what it was intended for — the embodiment of the Paramount Spirit in all parts of the great wide world.

T is with supreme happiness in my heart that I again speak to you in this fashion through the columns of your own magazine.

We have all gone through an inexpressibly difficult period, when incident followed incident, and climax topped climax, but never for an instant have I doubted the arrival of the moment when we would look back on all of that, and stand on the threshold of a new era which would be but the burnished reflection of those grand old times when our Paramount Foreign Legion traveled so far and accomplished so much that was worth while.

We are through the maze of doubts and wanderings: we know where we are, and even more decidedly, we know where we are going. Our spirit never died; we have never had misgivings; we have known our Organization to be too well founded not to withstand the shocks and buffetings. Our religion of Manpower was never an idle boast, for when the test came — the mightiest test we have ever known it was Manpower that saw us through.

And so I want you to know how good it feels that those vibrant, zest-filled days are with us again. Nothing has altered save that we are seasoned, made more sure of ourselves, and have proven by our accomplishments through the days of stress and worry to be fitted for newer and greater responsibilities, now that we are again in the daylight.

I want this opportunity to record also the wonderful good fortune which comes to Paramount's International Legion in the appointment of John W. Hicks, Jr., to the office of Vice President of our Corporation. Known to you all throughout the world personally, you know him as the very embodiment of that indefatigable spirit which has so permeated our Legion in the past.

This period we have passed through has not found us mimiudful of the accomplishments which have been wrought throughout the length and breadth of the Paramount Empire. Always in the past our Paramount Spirit has been an annihilator of distance: you have always been as close to us as our own minds. But if the stress period has done one thing — providing such a thing were possible — it has brought you all even closer to us. Distance has disappeared; your every exploit and accomplishment is known to us, and the deserving rewards are not far away.

So once again Greetings, my Friends: from this point we go forward to the New Greatness of Paramount's International Legion.

Eme E. Shaner

PRICE: Everything You Think Worth While



Published on the first of every month preceding issue date from the Paramount Building at the Crossroads of the World in New York City, U.S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the entire industry.

July 1, 1933 Vol. 1

No. 1 .

WE HOPE —

—THAT you're as glad to see this publication back on a regular basis

—THAT you realize that the Paramount product line-up on the opposite page represents the finest aggregation of films Paramount has ever announced.

—THAT the news in this issue, by way of translation and every other way, gets to the eyes and minds of as many Paramount Legionnaires as possible.

—THAT you all realize that the Paramount Spirit is abroad in the world today more fiercely enthusiastic than it ever was.

--THAT you all know that Mr. Emil E. Shauer is right here at his desk in the Paramount Building at the Crossroads of the World watching the achievements of each and every one of you.

—THAT you all get an early look at "Song of Songs," the most magnificent motion picture Marlene Dietrich ever made.

IF YOU DON'T, SOMEBODY ELSE WILL

In all of our editorial experience we've encountered a lot of fuzzy, funny little stories devised and used for the purpose of trying to cajole news and contributions from the readers of the publication. Usually this cajolery has been used in house organs and or-ganization magazines, such as "Para-mount International News" has the distinction of being.

All of that sort of thing has struck us as being particular silly, and we're not for it. We're for the straight and unadultered fact, that we are here to publish such news as each and every one of you thinks fit for publication.

We expect you to tell us whatever you think is worth telling, and if it's worth telling to us, it's worth publishing.

If we are not told about it, then we are compelled to the belief that it is not worth the telling, and therefore

a little worth while news out over a lot of space without destroying any of the facts. Just you try and see.

OUR 1933 CONTEST DEDICATED TO PARAMOUNT

In past years we have dedicated our annual contests to personalities or to ideals; but our 1933 Contest is to be dedicated to one of the most important factors in our lives — our Organization.

It is therefore with a very definite seuse of pride, even of reverence, that we pay tribute through our efforts to all that Paramount has meant to us in the past and to the still greater and finer things that it is going to mean to us in the future.

Our efforts in the 1933 Contest, already under way, can be our token of appreciation to Paramount, and can symbolize Mr. Shauer's faith in us all in asking that this Contest be not dedicated to personalities or to intangible ideals, but to the thing which we all know and hold close to our hearts Our Organization Paramount.

Anythiug that we in Home Office can do to help you in your efforts is yours for the asking. Merely call on us and we will respond.

Showshelm

WHILE THE FUTURE PRODUCT MARCHES ON, WE STILL HAVE MARVELOUS CURRENT FILMS WITH US

Our unrestrained enthusiasm for the future Paramount product is responsible for what you see on the opposite page. But, even so, we must temper that enthusiasm with a due regard for the outstanding Paramount pictures that are with us

Despite the fact that Cecil B. De Mille will make three — yes, three — Paramount pictures for 1933-34, we still cannot overlook "The Sign of the Word on this notable picture floods in from all points of the compass, and in 98% of the communiques the substance of the message can be put into this epochal sentence: "The Sign of the Cross" smashed the long-standing record of 'The Ten Commandments'.'

"King of the Jungle" is another precedent smasher. Every one of our of-fices reports that it is "The Greatest

of all the animal pictures of the year."
Of course the Chevalier picture, "A
Bedtime Story" is just beginning to
get around the world, and everywhere it is creating boundless

"The Eagle and the Hawk" is another of our current enthusiasms. It is the air-drama of them all, has a grand cast, and Fredric March's performance alone makes it worth while.

As for "International House," we expect tremendous things from this one. It has a marvelous cast, zippy action, bevies of beautiful girls and a wave of perfectly melodious music. This is the Production Department's first major answer to our plea for music, Music and more MUSIC, and it's up to us to show our boundless appreciation.

We could go on in this strain for a long while. But we haven't the space, so let us briefly call your attention once again to Sylvia Sidney in "Jennie Gerhardt," Cary Grant and Benita Hume in "Gambling Ship," more waves of music and beautiful girls in "College Humor," Edmund Lowe and Nancy Carroll in "I Love That Man," James Humor, Dunn in "The Girl in 419" and Miriam Hopkins, Jack La Rue and others in "The Story of Temple Drake."

not worth publishing.

P.S. We'll let you in on a secret: the coming product; but don't for an instant forget that we have with us today the perfectly fine pictures that today the perfectly fine pictures that are making the still greater pictures of que nos enorgullece como Paramountistomorrow possible of being made.

MEXICO - Noticia de última hora

Al reaparecer PARAMOUNT IN-TERNATIONAL NEWS, tengo mucho placer en enviar un saludo cordial a los colegas del mundo entero y particularmente a los de los países de habla española y quiero trasmitirles una noticia que demuestra nuestra fuerza incontrastable con el siguiente hecho: La película, EL SIGNO DE LA CRUZ, todavía no la hemos estrenado en México por conveniencia de explotación y estamos recibiendo una cantidad de súplicas para que sea lanzada pronto, que nadie puede darse una idea de esto sin verlo de cerca. El fundamento de esta petición se basa en que precisamente en los actuales momentos los empresarios de México, se han decidido a eliminar las orquestas de sus cines, cosa que no habían conseguido hasta ahora y para lograrlo han tenido necesidad de desembolsar tan grandes cantidades, como lo siguiente: Pagar 3 meses de sueldo y 20 días

por cada año de actuación de estas orquestas y con la crisis tan fuerte, neceariamente han tenido que conseguir refacciones, porque carecen del dinero indispensable para realizarlo y todos ellos están elevándonos memoriales, para que estrenemos EL SIGNO DE LA CRUZ, pues tienen la seguridad absoluta, de que los rendimientos de esta película les cubrirá el deficit actualmente en caja.

Como verán por lo que acabo de relatar, comprenderán que los próximos estrenos de CHEVALIER, SILVIA SIDNEY, EL AGUILA Y EL HAL-CON y otras películas, junto con EL SIGNO DE LA CRUZ, van a servir para salvar de la bancarrota a multitud de empresas que se encuentran en momentos desesperados y saldrán airosas de sus compromisos con nuestro material, pues para nada confian en otras compañías.

tas. Somos los salvadores de los ex-

hibidores, porque ellos mismos lo pregonan y nuestros competidores estan pendientes de los estrenos PARA-MOUNT, porque los temen. ¡Tenemos una perspectiva brillante!

-I'. Saiso Piquer

GEORGE J. SCHAEFER APPOINTED PARAMOUNT GENERAL MANAGER



Adolph Zukor announced May 25th the appointment of George J. Schaefer as General Manager of Paramount Publix Corporation and its subsidiaries. appointment makes Mr. Schaefer General Manager of Paramount Pictures Distributing Corporation, Paramount Productions, Inc.; and Paramount International Corporation.

Such promotion is of incalculable interest to Paramount Legionnaires the world over as it once again stands as proof of the important Paramount policy of promotion from within our own ranks. Mr. Schaefer started with Paramount not so many years ago as special sales represensative, progressing through the posts of branch, district and general sales manager to his present field marshallship.

On behalf of Paramounteers the world over, Paramount International News felicitates Mr. Schaefer most cordially,

CHEVALIER, DIETRICH, WEST, WIECK, COWARD, COMEDY, MUSIC, LUBITSCH, NOVELTY, MAMOULIAN, SPARKLE AND DE MILLE; CHAMPAGNE HIGH SPOTS OF NEW PARAMOUNT PRODUCT

Innate Modesty Precludes Inflation of Superlatives in Telling of Finest Line-up in GOOD All Paramount History

This is an important message: if you don't read every word of it the loss will most de-

finitely be yours.

It concerns the Paramount product line-up for the season of 1933-34, and is to be announced to the entire film industry within the next few weeks. It is for this reason that we cannot give specific details, but we feel that there will be enough uncontrollable zest loosed by the details that we have to make you gladder than ever that Paramount is still Paramount when it comes to a programme of world appeal. With which prologue let us proudly present the highspots (only) of Paramount's new offering.

Music, romance, classy and sparkling production, definite marquee casts of box-office worth, and fewer pictures with unhappy endings will be the dominating characteristics of the new pro-

There will be Maurice Chevalier in "The Way To Love," the most genuine Parisian romance this renowned star has ever acted in. He says so himself. Plans for his other pictures will be announced later.

THREE DIETRICHS

As announced elsewhere, there will be three Dietrich pictures in the new programme. The first of these, "Song of Songs" has already been completed. The other two will be both directed by Josef von Sternberg.

Noel Coward, author of "Cavalcade" and many of the world greatest contemporary plays, will be represented by "Design For Living," directed by Ernst Lubitsch and starring Fredric March, Miriam Hopkins and one other player yet to be selected. Mae West, who has flashed to world success with her first picture, "She Done Him Wrong," will have three pictures in the programme.

A definite highspot of 1933-34 will be the American screen appearance of Dorothea Wieck, whose work in "Maedchen in Uniform" won her a Paramount contract. We expect her to be, in all sincerity, one of the world's

greatest screen actresses.

Music, that joy to our ears, is coming from several straightout musical pictures, one to be supplied by Charles Rogers, the producer. There will be music in the Chevaliers, the Mae West pictures, "Alice in Wonderland," with a cast that will make the picture a classic worthy of revival year after year; "Cloudy With Showers," from the Broadway stage success; "Torch Singer", with Claudette Colbert, who sing; and also from the Marx Brothers picture which is planned to get as near to the music formula of "Cocoanuts" as is possible in this day and age.

THREE DE MILLES

This last observation calls to mind the first of the three Cecil B. De Mille pictures which will be in this programme. It is the title of the initial picture, as daring a piece of cinema craftsmanship as you have ever seen. Not daring from the usually accepted angle, but because of its conception.

NEW CHEVALIER PICTURE TO BE IN ENGLISH AND FRENCH

Of most interest to Paramounteers in many of our territories will be the news that the Production Department has decided to film Mauriee Chevalier's new pieture "The Way to Love" in both English and French.

For the Freneh version several of the principal players will be taken from Paris to Hollywood and this procedure will also be followed in the ease of the adaptor and the writer of lyries. remaining members of the cast of the Freneh version will be seleeted from among the wide variety of established French players who are permanently settled in Hollywood. We will pass on to you the full details of the French cast as soon as same is known.

This paper personally interviewed Maurice Chevalier while he was in New York and we are happy to advise you that Maurice is emphatic on the point that the story of his new picture represents the most agreeable story which he has filmed to-date. He promises a minimum of six songs.

looking to as "The 'Sign of the Cross' | been geared to accommodate a desirable of 1934". It will be that big. The third De Mille picture will be "Four Frightened People".

Of course there will be 65 pictures in the programme, but at this juncture stand and appreciate that. We're here on this page merely to tell you of the high spots, and to remind you every so often that this is the grandest group of pictures Paramount has ever designed for world distribution. They are our 'Design For Living' - and gadzooks! how they're going to make us live....and work....and yell our approval.

That "Alice In Wonderland" we've already mentioned - that is going to be one marvelous picture. The trade paper records will reveal how every company fought for that property, but Paramount won out, and we're going to make it a picture of the year, and one of the films of the century.

There are terrific exploitation highlights in some of the new pictures. "The Search For Beauty" is a case in point, for this picture is expected to bring at least a couple of new personalities to the Paramount screen. "Fifty Years From Now" is another exploitable picture, and you'll be hearing plenty about the campaign which has been worked out for this one.

We've tried to convey to you the fact that so far as Paramount is concerned, the days of the preponderance of sex and sophisticated pictures is at an end. Of course there will be a

The proportion of good old-fashioned romance and adventure. Pictures of the type of "One Sunday Afternoon," which we have every expectation of additional Paramount pictures, both bringing back to the theatres those milit is quite impossible to go into details concerning them all. You can under-which made them feel good all over. which made them feel good all over. "Forever and Ever," with Claudette Colbert; and "Golden Harvest". as yet uncast, are pictures of this type also.

BIG NAMES

We could probably go on and on in this strain, for after all one has a wealth of material to talk about when one has 65 pictures for a subject. But the glamorous details will come to you in due course. We merely want to give you the chief Everest tips of the programme and to assure you that we still have the greatest personality line-upboth of players and directors - in the entire industry. Already we have spoken of Maurice Chevalier, Marlene Dietrich, Mae West, Dorothea Wieck, Ernst Lubitsch, Cecil B. De Mille and Rouben Mamoulian.

And just remember how we can go on from there: Claudette Colbert, George Raft, Helen Twelvetrees, Charles Laughton, Fredric March, Miriam Hopkins, Clive Brook, Gary Cooper, Wynne Gibson, Bing Crosby, Cary Grant, Sari Maritza, Herbert Marshall, Carole Lombard, Ricardo ning over picked American and Euro-Cortez, Richard Arlen, Kathleen Burke, Sidney, Sir Guy Standing, Skipworth, Charlie Ruggles, Sylvia Alison Benita Hume, Edmund Lowe, Jack Oakie, Jack LaRue, Buster Crabbe, The second De Mille picture, "The End certain proportion of these, but at the of the World," you can already begin same time the new programme has ever so many more. To say nothing Great work, Italy!

"DIETRICH" NEWS FOR US ALL



these lines are written, Marlenc Dietrieh is in Germany enjoying a well-earned vacation following her splendid work in "The Soug of Songs," which picture has already been previewed by New York and aeelaimed a rare dramatic treat.

But before she left Hollywood, Miss Dietrich did something to gladden the hearts of all Legionnaires: she signed a new Paramount contract calling for a minimum of two of which will be directed by Josef von Sternberg.

We picture above Miss Dietrich with the director who has helped make her world famous. The scene was at the special banquet Rouben Mamoulian tendered Miss Dictrich the evening before she left for Ger-

of the Marx Brothers for good measure.

You'll see them all, and more, in the new Paramount line-up. The an-nouncement book with the complete programme will be ready in a weeks, and around the globe will go copies. As soon as you can, fasten your gaze onto one of these copies and know beyond all shadow of a doubt why Paramount is far out in the lead again, there to stay — with your help, and Yours!, and YOURS!!!

"KING OF THE JUNGLE" WINS ITALIAN GRAND PRIZE

Word comes from Americo Aboaf's Italian Division to the effect that "King of the Jungle" has been awarded the grand prize at the Milan Expean entries. This victory is comparable to the one gained by "Dr. Jekyll and Mr. Hyde" at Venice last year, and in next month's issue we hope to be able to reproduce the parchment of

The Sun Still Never Sets

HEMOS VUELTO A LOS BUENOS TIEMPOS DE LA PARAMOUNT!

mero de Paramonut International en el nuevo orden de cosas haremos News—Excelente cosa es que men- uso más frecuente de tan valioso sajes tan llenos de legítimo estímulo símbolo, así como del lema "Si es vuelvan a difundirse por el mundo un film Paramount, es lo mejor del paramountista — Y en la segunda programa página el señor John W. Ilicks, Jnr. esboza el plan para el Concurso de Ventas, que se efectuará durante el segundo semestre de este año como homenaje a las eximias dotes de dirigente del señor Shauer — Muy adecuado a la ocasión es que la vuelta a los buenos tiempos coincida con la producción de las mejores de cuantas películas adornan la his-toria de la Paramount — En otra página damos un cuadro provisional de las principales atracciones para la nueva temporada (de los títulos de las cuales se enviará a ustedes traducción a la brevedad posible): obsérvese que aparecen ahí una de Chevalier, tres de la Dietrich, dos de Cecil B. de Mille, en compañía de varias otras no menos notables — Hablemos un poco de la actualidad: "Casa Internacional" ("Internacional House") es una magnífica producción de género lí-rico; "El Águila y el Halcón" ("The Eagle and the Hawk") se eleva a la misma altura eminente alcanzada por "Alas" (Wings"); el film de Maurice Chevalier, "El Soltero Inocente" (A Bedtime Story") es derroche de música, de gracejo y de – Continuamos siendo la ingenio máxima entidad de la cinematografía, y lejos de permanecer estacionarios, adelantaremos más — Josef von Sternberg dirigirá dos películas de la Dietrich para la nueva temporada—Los Hermanos Marx aporprogramación Paramount — Reco- motivo de satisfacción.

Este encabezamiento compendia mendamos a ustedes con todo ahin-el mensaje del señor Shauer que aparece en la portada de este nú-cuando quiera que les sea posible; - Paramount International News, que aparecerá mensualmente, se enviará a ustedes con toda regularidad, lo mismo que antes les enviaba Paramount Around the World. No olviden que también les pertenece; con lo cual les decimos que son noticias de ustedes y más noticias de ustedes y siempre noticias de ustedes lo que necesitamos, desamos y pedimos-Si desearen lanzar un reto parcial a algún territorio, aírvanse enviarnos el cartel de desafío para darle publicidad. Serviremos de padrinos en ese duelo amistoso — ¡Oué estupendos resultados los que podríamos dar de "El Signo de la Cruz" ("The Sign of the Cross") de no impedírnoslo la falta de espacio! Es sin lugar a duda el éxito de 1933 — Aseguramos de la manera más categórica que "El Cantar de los Cantares" ("The Song of Songs") es la producción cumbre de Marlene Dietrich — Si no fuere a ustedes posible leer los mensajes de los señores Shauer y Ilicks en el original, no desatiendan nuestro consejo y háganlos traducir cuanto antes. Encierran enorme importancia para ustedes, y derivarán de ellos abundantes estímulos. Quedarán convencidos más que nunca de que la Paramount es la más representativa, la más sólida de las editoras cinematográficas — En la próxima edición habrá nuevas noticias, entre tanto, nos lisonjeamos con la seguridad de que la reaparición de su retarán una película a la próxima vista Paramount sea para ustedes

WIP LEVEN WEER IN DEN GOEDEN, OUDEN, PARAMOUNT TLID

Dit opschrift weerspiegelt de strekdit nummer verschijnt. Het doet ons tweede bladzi jde zet de Heer John W. circulatie gebracht is Hicks Jr. het concours uiteen, dat de tweede helft van dit jaar zal sieren, dat Paramount nog steeds als leider waarop de Heer Shauer ons in alles wij ons steeds uitbreiden.

Kortom, we leven wederom in den goeden, ouden tijd en daarom verdient het bijzondere vermelding, dat Paramount als vanouds nog steeds de allerbeste films in omloop brengt en voor

niets en niemand de vlag strijkt.
Elders in deze editie vindt U een lijstje van de vermoedelijk te vervaardigen films. De titels dezer films zullen binnenkort voor U vertaald worden. Deze lijst, zooals U ziet, bevat tenminste één Chevalier film, drie Marlene Dietrich producties en twee Cecil aantal zeer belangrijke films.

Van deze producties voor het koking van het Internationale Nieuws- mende seizoen noemen wii: Internabericht voor Paramount van den Heer tional House, een schitterende muzikale Shauer, hetwelk op de voorpagina van film, The Eagle and The Hawk, even sensatiewekkend als onze vroegere film goed zijn van geesdrift tintelende 'Vleugels' en de oer-leuke Chevalier woorden in ons blad te zien. Op de film A Bedtime Story, welke reeds in

Het lijkt ons overbodig te herhalen, als blijk van appreciatie voor de wijze, der industrie den toon aangeeft en dat

> Josef von Sternberg zal twee der komende Dietrich films regisseeren. De Marx Brothers hebben een klucht in de films van het volgende seizoen.

> Wij geven U in overweging het handelsmerk van Paramount te gebruiken waar het eenigszins mogelijk is. In 't vervolg zullen wij meer dan ooit van ons handelsmerk gebruik maken; en ook van onze welbekende leuze: Als het een Paramount film is, dan is het de beste voorstelling in de stad.

Paramount International News zal regelmatig verschijnen; U ontvangt B. DeMille filmwerken, alsmede een het eens per maand, evenals vroeger

(continued on Page 5)

MOST YEARS IN POINT OF SERVICE



Matilda Kass

We would not call this an issue of Paramount International News without a story of Miss Matilda Kass, who outside of our President, Mr. Adolph Zukor, is the Paramounteer of most years

Paramount service to her credit. We well remember a Paramount Ball in 1922 when Mr. Zukor made a presentation to Miss Kass and called her the Mascot of the organization. As all members of Paramount International Corporation throughout the world know, Miss Kass is re-sponsible for the splendid requirements which they receive, no matter how many thousands of miles they are away from New York.

A typical Spring day on May 16th brought back for an annual visit the cheerful personality of John B. Nathan who for the past year has been General Manager of all of our Central American territory and certain of the Republics in the northern part of South America. John came in on the S. S. Santa Elena and brought with him one of the best coats of tan we have seen in a long while. Also, he brought in a bunch of stirring stories concerning the excellent work being done by the Paramolunt boys and girls in his terri-

Herman E. Flynn, the Blue Ribbon Division's diligent Advertising Manager, is back at Sydney, Australia, his desk after a bout of illness. Strenuous activity on behalf of "Sign of the Cross" and other major Paramount pictures believed responsible for the absence originally.

Home Office was sorry to lose those two grand chaps from Japan -Yochihico Tamura and Shunji Shimidzu. They were established at the Crossroads of the World in New York doing grand superimposing work when the march of progress decided that this work could be more effectively carried out back in their home land. So they packed up and made the big trek across America and the Pacific to the land of the chrysanthemums where they are still rendering splendid Paramount service.

The office in the Paramount Building which had formerly been known as the Japanese Department, has now been partitioned to provide offices for Charles L. Gartner and Luigi Luraschi. Charlie still continues his most effective work of dispensing Paramount publicity to the nethermost corners of the globe, while Luigi now has larger elbow room for his activities in connection with the servicing of all of ANOTHER HONOR FOR TOM D. COCHRANE



One of these days we hope to be privileged to see all of the honors which have been conferred on the Rising Sun Nation's own Adopted Son, Tom D. Cochrane, in the way of citations, decorations, perorations and diplomas. None of these however, to our way of thinking, should give him as much pleasure as his recent election to the Presidency of the American Club of Japan, which is really the outstanding honor which can be paid to a foreigner in the land of his profession's adoption.

We know that we are voicing the sentiment of the entire International Legion of Paramount when we congratulate Tom on behalf of you all.

Congratulations also to J. W. Piper, Paramount's manager in Tokyo, who was at the same time elected Treasurer of the

our offices with films and other material throughout the world.

July will bring Jerry Sussman back from South Africa on a visit to Home Office. He is at the pres-ent time travelling by way of West Africa, the Continent, and England and should have some pretty 'tall' stories to tell when he gets back. Incidentally, he has done fine work out there on the great African veldt.

All Home Offices were sorry to see Gus Schaefer leave, for he was pretty cheerful around the place while he was here. He goes back to much difficult work and the handling of situations calling for a great deal of diplo-macy and tact. The best wishes of the entire organization are with him, not only in this work which he is undertaking, but in sympathy with the great loss which he suffered just before leaving Germany and reaching New York.

Paramount is still the greatest name in Motion Pictures.

On The Paramount Organization!

(continued from Page 4)

Paramount Around The World'. Het is evenzeer Uw blad als het onze, waarmee we bedoelen, dat wij voortdurend belang stellen in Uw problemen en in Uw gezichtspunten. Het is Nieuws, voor U en door U.

Als U er eenig idee van hebt, willen we het graag weten. In dat geval zullen we functionneeren als secondanten in een vriendschappelijk duel.

Na afwezigheid van over een jaarevenals de meeste andere maatschappijen — in Joegoslavie, zijn we weer werkzaam in dat land. De directeur, M. F. Jordan is verheugd over dezen terugkeer en heeft reeds het filmzwaard aangegord om de overige divisies te kloppen in het concours. Zoo megen we het zien! Weer een bewijs, dat de goede oude tijd teruggekeerd is.

Wat zouden we veel records kunnen publiceeren behaald door 'Het Teeken des Kruizes', als er plaats was! Eenige prestaties zijn elders in deze editie vermeld en indien de plaatsruimte dit toelaat zullen wij van tijd tot tijd de jongste lauweren van deze film bekend maken. De film is zeer zeker de sensatie van 1933.

Het is onze persoonlijke overtuiging, dat de 'Song of Songs', de komende Marlene Dietrich film, de mooiste film is, ooit door de actrice in Amerika of elders vervaardigd.

Als U de Engelsche boodschappen

JAPANESE TRANSLATORS VISIT HOLLYWOOD



Enroute back to Japan, Messrs. Y. Tamura and S. Shimidzu spent a few days in the Paramount Studio in Hol-Ilywood. They are pictured above with Helen Twelvetrees, star of the Paramount picture "Disgraced". Mr. Tamura is in the right foreground with his daughter or Mr. with his daughter and Mr. Shimidzu is in the center background.

Paramount ar fortfarande det ledande namnet inom Filmindustrien.

van de Heeren Shauer en Hicks niet kunt lezen, vraagt dan om een spoedige vertaling, wat wij U verzoeken mogen. Ze zijn uiterst belangrijk en in menig opzicht een wegwijzer voor U. Deze boodschappen zullen U meer dan ooit tevoren de overtuiging schenken, dat Paramount, de grootste film maatschappij van de wereld is. Niet alleen de grootste, maar tevens de betrouwbaarste.

Meer nieuws de volgende maand en wij hopen, dat het Ü genoegen zal doen, dit blad weer in circulatie te

SIAMORITORNATI AI BUONI TEMPI DELLA PARAMOUNT

Questa intestazione compendia il messaggio del signor Shauer che appare sulla prima pagina di questo numero del "Paramount International News" E un ottimo segno che dei messaggi così pieni di stimolo legittimo ritora difondersi nel mondo paramountista. Sulla seconda pagina il signor John W. Hicks, Jnr. sbozza il piano per il Concorso di Vendite, che avrà luogo durante il secondo semestre di quest' anno come omaggio alle esimie doti di dirigente del nostro signor Shauer. Molto propizio all' occa-sione è il fatto che il ritorno dei buoni tempi coincide colla produzione delle più potenziali pellicole in tutta la storia della Paramount.

In un' altra pagina vi diamo un quadro provvisorio delle principali attrazioni per la stagione entrante. (La traduzione dei titoli seguirà fra poco.) Notate bene che ve n'è una di Chevalier, tre della Dietrich, due di Cecil B. de Mille, in compagnia di varie altre non meno notabili.

Parliamo un poco delle attualità: "International House" è una magnifica produzione in genere lirico; "The Eagle and the Hawk" si solleva alla stessa altezza eminente raggiunta da (continued on Page 6)

CI CONGRATULIAMO CON VOI PER "IL RE DELLA JUNGLA"

Siamo felicissimi di poter inoltrare all' organizzazione italiana congratulazioni del Shauer, sig. Hicks e degli altri dirigenti alla sede di New York per il grande esito ottenuto alla Fiera di Milano con "Il Re della Jungla".

Fù veramente un'ottima prova del buon giudizio del sig. Aboaf nel aver scelto proprio questa pellicola, e non dubitiamo che la signorina Minelli saprà approfittare di quest' occasione per dare al film tutta la pubblicità che si merita.

YOU ONLY KNOW THEIR INITIALS

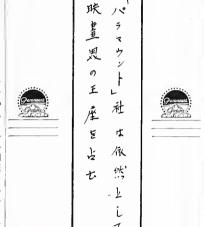
Six days a week, and fifty two weeks of the year, letters go out from New York to the more than hundred Paramount of these letters? Certainly not the execu-

of the year, letters go out from New York to the more than hundred Paramount of these letters? Certainly not the executives who dictate them, but as fine a bunch of Paramount girls as you'd want to see. One of these days we're going to identify them by photographs, and up to now they have only been known to you as initials; but now we're going to do some more identifying.

It's probably hardly a secret that "AJL" on Mr. Shauer's letters signifies Ann LeViness, who has seen much Paramount history written. "ES" is Edith Salzberger, who is Secretary to Mr. Hicks. "MO" is Mildred Chereskin, who has taken dictation from Mr. Weltner for a number of interesting years. "PG" is Paula Greenwald who types her way through much perplexing literary material as secretary to Albert Deane. "PH",

another Paula, is Paula Halpern, secretary to Luigi Luraschi and Norman Kohn "LS" on Charles Gartner's correspondence denotes Linda Salzberger, who is a deft Spanish translator in addition to her secretarial duties. "SF" on Lawrence P. deft Spanish translator in annual secretarial duties. "SF" on Lawrence P. secretarial duties, "SF" on Lawrence P. Flynn's shipping and transportation letters indicates the initials of Sara Freedman, another Home Office secretary who has to have an excellent knowledge of the world's geography. "LL" is Lucille Schosberg. Schosberg. has to have an excellent knowledge of the world's geography. "LL" is Lucille Levy, secretary to Eugene Schosberg, whose specialty is each and every Latin American territory, "RS" is Ruth Sandstedt, who pays meticulous attention to the correspondence of Mattilda Kass, responsible for all Paramount International Corporation Corporation orders reaching their destinations.

A highly capable a bunch of young ladies — and all playing their parts in the great Progress Cavalcade of Paramount's Foreign Legion.



GAUCHOS," THE PUNCIL OF LOS GAUCHOS



Here's the cover of a pep-filled magazine. It's the publicized spirit of the boys and girls of the Gaucho organization of Argentina, where the Paramounteers rally mightily to the call of their leader, Fred W. Lange. If we accept the contents of "Los Gauchos" as proof - and this we gladly do then the Paramounteers of the Pampas are going to make tough reckoning for the rest of the world in the 1933 Con-

YUGO-SLAVIA GLAD TO BE BACK ON THE JOB FOR PARAMOUNT

We have received a copy of Yugo - Slavia's announcement book of product for 1933-34, and a very fine and effective piece of advertising it is.

Along with it came a letter from Mr. M. F. Jordan, Paramount's manager in Zagreb, saying: "We wish to state how happy we are to start with our work again."

It is a matter of record that due to diplomatic distribution difficulties which arose early last year, Paramount has been absent from Yugo-Slavian activities for more than a year. Now everything is in fine shape again, and Mr. Jordan's letter indicates that he and his staff will certainly be responsible for some fine work this year.

THEY BUY CONTINENTAL **PLAYS**

A couple of the boys that most of us know very little about, but who render unexcelled service, in the interest of the Production Department, are Frank Farley and William C. Philips. The former is established in Paris but takes in most of the European territories; while Mr. Philips is established in Berlin and also takes in a good deal of Central Europe in his wanderings.

Both of these men have set up organizations for covering the reviewing of every play (usually in manuscript form direct from the author), novel and short story produced in their respective territory. They forward immediately detailed reports on these works to Russell Holman in New York and through him to the Paramount Studio in Hollywood. They also maintain a vigilant search for new aces and new screen personalities and in the three or four years since their service was established, they have been responsible for bringing to light many plays which have been transferred to the screen in the form of successful pictures and also many outstanding personalities who have helped Paramount pictures to their position of world eminence.

Both Mr. Farley and Mr. Philips function under the direct responsibility

of Mr. Ike Blumenthal.

Exploitation is Making the Wheels Spin Faster

DRAMATIC "SIGN OF THE CROSS" EXPLOITATION IN AUSTRALIA

W ITH recollections of the marvelous the exploitation done on "The Ten Commandments" many years ago still ringing in their ears, the Australian Blue Ribbon Legionnaires, under the inspired guidance of Managing Director William J. Clark determined that all records would topple before the on-slaught of "The



Wm. J. Clark

Sign of the Cross". He mustered his super-exploiteers headed by the Director of Exploitation, John E. Kennebeck, and called for a campaign which would dazzle the nation. He didn't have to call very long. First major stunt evolved was the plan for sending the actual chariot ridden by Fredric March in the picture on the 500-mile overland route between Sydney and Melbourne. Preceded by a modern chariot — an auto-mobile — bearing Exploiteer Tom

Paramount es aun la

primera en la cinema-

tografía.

mayors and town councillors, this cavalcade traversed the country, making scores of sensational town stops to terrific publicity, and finishing up in Mel-bourne at the end of three weeks of tumultuous journeying before a crowd numbering tens of thousands. In that city, Len Peuleve, in charge of publicity and advertsing at Paramount's Capitol Theatre, was responsible for the terrific reception. The whole campaign stirred the en-

White, as advance agent, interviewing

tire country, and yet this stunt was but one of many scores promoted by the untiring efforts of those Blue Ribboneers of Australia.

Later will come equally inspiring reports from Stanley N. Craig and Frank

Kennebeck in New Zealand; from John A. Groves, Andre and Olsen and S. G. Robinson in Java; and Paul Verdayne in the Straits Settlements, all of whom eat exploitation for break-fast every morning, practice it all long, and am of it dream through the tropic nights.



A Paramount é ainda a primeira na Cinematografia.

THE BULLDOG DIVISION'S DAZZLING EXPLOITEER

In London the millions who know Paramount's Carlton and Plaza Theatres as the hubs of einema activity, know these facts because of the exploitation par-excellence which has been introduced in their behalf by John Armstrong, director general of advertising and publicity for Paramount's theatres in Great Britain and Ireland.

seen many examples of Mr. Armstrong's indefatigable work and ean readily understand his confidence in the British film public's appreciation of the Paramount Trade Mark. This symbol, and the line indicating "A Paramount Pieare never overlooked from any piece of advertising and publicity by Mr. Armstrong, whom we have pictured at Paramount.



TEMPI DELLA PARAMOUNT

(continued from Page 5)

"Wings"; la pellicola di Chevalier, "A Bedtime Story", è zeppa di musica, grazia ed ingegno.

Pure continuando ad essere la massima entità in materia cinematografica, non ci accontentiamo coll' essere in testa all' industria, ma ci vogliamo avanzare sempre di più in più. Josef von Sternberg dirigerà due pellicole della Dietrich per la nuova stagione. I Fratelli Marx contribuiranno anche loro un' altro film al prossimo programma

Non vi dimenticate d'usare quanto più possibile la marca della Paramount; nel nuovo ordine delle cose faremo uso più frequente d'un simbolo così valoroso, così pure del lemma "Se è un film Paramount, è il migliore del programma".

"Paramount International News" che apparrà mensilmente, vi sarà spedito con tutta regolarità come nel passato quando si pubblicava "Paramount Around the World". Non dimenticate

SIAMORITORNATIAIBUONO che v'appartiene, ed è per questo che abbiamo bisogno, desideriamo e vi chiediamo notizie di voi, vostre nuove, ed ancora notizie di voi!

> Se desiderate sfidare qualche territorio particolare, mandateci il vostro biglietto di visita colla sfida; faremo noi da patrini in questo duello amichevole.

Dopo più d'un anno d'assenza, la Paramount, assieme alle altre maggior compagnie di distribuzione, ritorna in Yugoslavia. Il Sig. M. G. Jordan si è dichiarato contentissimo di ciò, ed il suo entusiasmo ci fa credere ch' egli ed i suoi marcheranno un passo di marcia cosi forte, che gli altri territori dovranno fare grandi sforzi per non restare indietro. Questo è lo spirito che ci rende invincibili. E la prova che siamo ritornati ai buoni tempi.

Che stupendi risultati che potremmo dare di "Îl Segno della Croce", solo la mancanza di spazio ce lo impedisce; e senza dubbio l'esito del 1933.

Vi assicuriamo d'una maniera categorica che "The Song of Songs' colmo delle produzioni Dietrich. Se incontrate delle difficoltà nel leggere i messaggi originali dei sigg, Shauer e Hicks, non tardate a farli tradurre al più presto possibile. Sono d'un importanza enorme per voi, e ne deriverete abbondante stimolo. Sarete convinti più che mai che la Paramount è la più grande e la più solida delle compagnie cinematografiche.

Nel prossimo numero pubblicheremo altre novità e nel frattempo chiudiamo colla certezza che la riapparizione della vostra rivista Paramount sarà per voi un motivo di soddisfazione.

JAPAN'S MAGNIFICENT PUBLICITY GES TURE WITH "MADAME BUTTERFLY" PROPS CONTRIBUTES TO FILM'S SUCCESS



When Tom D. Cochrane and J. W. and within a few days a fast passen-Piper, those two super-smart Para-

Piper, those two super-smart Para- ger steamer was carrying a number of mounteers of the Rising Sun territory, big crates across the Pacific to Tokyo. got their first glimpse of the Japanese superimposed version of "Madame Butterfly," they sent the speedlest cable when Messrs. Cochrane and Piper yet to cross the Pacific voicing their opened the crates they let out several for the terrific success of the picture. demand for a consignment of actual whoops of joy. The material was substudio props used in the making of "Madame Butterfly." The studio was the largest department stores in Tokyo only too happy to accede to this request where it was not only used in the returned to Hollywood.

depicted above) but also inside the stores in the form of gallery displays. Subsequently the material was routed through the country along with the pic-ture and has been largely responsible In conformity with the request from

OES RESPONSIBLE FOR **EXCELLENT PUBLICITY**

Several times a month the Scandinavian mail brings to our desk a large and weighty package of Danish, Swedish, Norwegian and Finnish magazines and newspapers. This printed matter contains some of the most effective Paramount publicity stories and picture placements that we encounter in any part of the world and the bulk of it is due to the splendid publicity work done by Ingvald C. Oes. We wish all of those involved in this work to know that this material after passing the rounds in Home Office, goes on out to Hollywood where it is inspected with great interest.

SPANIARDS PREFER BRUNETTES

Proving that you can very often put over a grand exploitation stunt at little or no cost, our Coliseum Theatre in Barcelona recently announced in connection with the Marlene Dietrich picture, "The Blonde Venus," that they would give free admission to all blonde women and girls presenting themselves at the box-office. Inasmuch as blondes in Barcelona are rarer than sun-flowers in Greenland, the stunt attracted a lot of attention and did not cost even one admission ticket.

VOLTAM OS BONS TEMPOS DA PARAMOUNT!

Esta epigrafe sumariza o pensamento de Mr. Shauer numa mensagem estampada á primeira pagina do Paramount International News... Esta mensagem, cheia de esperança e inspiração vái decerto despertar grande entusiasmo na nossa organização através do mundo...Na pagina 2, Mr. John W. Hicks. Ir. faz un ebôco do nosso proximo Concurso de Vendas, a ser lançado no segundo semestre deste ano, o qual é apresentado num gesto de entusiasmo pela suprema liderança de Mr. Shauer. .Os bons tempos da Paramount estão de novo connôsco, e nada mais natural que a nossa marca produza agora os melhores filmes da sua historia de productora... Em outra secção encontrareis um esbôço do nosso moderno programa (cujos filmes serão breve traduzidos e enviados ao vosso territorio). no qual se enfileiram um filme de Chevalier, tres de Marlene Dietrich, duas producções de Cecil B. de Mille, e muitos outros filmes de reconhecido valor. ... Mas tende desde já em vista: "International House" é uma magnifica producção musical; "The Eagle and the Hawk" tem todas as qualidades de "Asas" e mais as que aquele filme não podia ter; "Beijos para Todas" (A Bedtime Story), a ultima de Chevalier, é um filme musical e comico e digno do seu autor... Lembrai-vos de que somos ainda os maiores productores de filmes e daqui para deante o brilho da nossa marca será cada vez maior... Josef von Sternberg dirigirá duas produções de Dietrich para esta temporada. ... Os galhofeiros Marx Brothers concorrerão com uma grande comedia para o programa Paramount deste ano... É do vosso interesse, como do nosso, que useis sempre que fôr possivel a marca da Paramount, assim como a sua divisa: "Se é um filme Paramount é o melhor do programa"...Paramount International News será de agora por deante publicado regularmente; recebe-lo-eis todos os mêses com a mesma regularidade do antigo "Paramount Around the World". Como outróra, queremos que façais deste orgão o vosso orgão, o que quer dizer que esperamos nos mandeis regularmente noticias dos vossos departamentos, e de vós

Paramount ist immer noch der wichtigste Name der Filmindustrie.

HOW WE CAN HELP

On this page you will see outstanding evidence of how Hollywood Studio cooperation has helped several territories magnificently. Their loan of several tons of studio properties from "The Sign of the Cross" for England, Australia, South and Central America and Europe has aided distribution, exhibition and exploitation of the picture enormously in those territories. The studio's cooperation in loaning Japan many of the original properties used in "Madame Butterfly" has likewise produced glittering dividends in the Land of the Rising Sun.

The Studio stands ready and willing to offer similar assistance on other pictures whilever it is felt that this practice still retains the warm flavor of practicability. Let New York know your needs, and word will go swiftly to Hollywood. But don't let us overplay our hand!

ACTUAL CHARIOT LEAVES SYDNEY FOR TREK





work engineered by the exploiteers of Fredric March in "The Sign of the Cross" was despatched overland from Sydney to Melbourne, and subsequently to many other inland cities, cover- weeks at the time of the last advice.

Widely publicized throughout the ing a distance of more than 1,000 world was the piece of exploitation miles. At right is the chariot starting from Sydney; at left, the display of the Blue Ribbon Bunch of Australia other properties actually used in the whereby the actual chariot used by picture, in the lobby of the Prince Edward Theatre, Sydney, where the picture had completed a season of five

WORLD JOURNALISTS MEET DOROTHEA WIECK

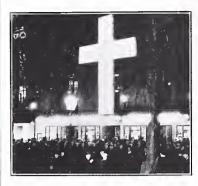


Correspondents representing over a score of foreign publications greeted Dorothea Wieck, glamorous new Paramount star, at a luncheon in Hollywood recently. Standing, left to right, Messrs, Borcosque, "Sintonia": Buenos Aires; Polonsky; Davison, "Ecran". Chile; Lens; Gumpel; Hayden, British publications; and Ruddy. Seated, left to right, Mr. Souto, "Cinearte, Rio de Janeiro; Miss Foster; Dorothea Wieck; Messrs, Garcia, Spanish publications, and Sabuni.

aos outros figurantes do Concurso, que apareça e atire a sua luva!...Com muito gosto iniciaremos as bases do "du-elo" e desde iá nos oferecemos para fazer de padrinhos dos desafiantes ... Depois de uma ausencia de mais de um ano, a Paramount volta ás suas actividades, com outras organizações distribuidoras, na Jugo-Slavia. O gerente da-quele territorio, Mr. M. F. Jordan, nostra-se entusiasmado e promete não re-cusar nenhum desafio dos seus colegas

outros tambem!... Se houver algum ter- em outros territorios, casos eles se abaritorio que deseje lançar um desafio lancem a tal...Isso demonstra que o nosso passado espirito de vivo optimismo está alerta como dantes... Se dispusessemos de espaço mais poderiamos pue desde já nos oferecemos para blicar sobre "O Signal da Cruz", cujo exito fenomenal se repete por todos os países. Incluimos entretanto alguns dados interessantes sobre este filme em outra secção deste numero. Não há duvida de que o filme em questão foi o mais sensacional de 1933... Mas, esperai pelo "Cantico dos Canticos" de Marlene Dietrich! Neste filme vereis

A SMASHING THEATRE FRONT IN STOCKHOLM, SWEDEN



Carl P. York, leader of the Paramount Vikings of Sweden,, Norway, Denmark and Finland, decided that "The Sign of the Cross" should be exploited on a grand scale comparable with the theme of the picture. His opening broadside was fire to the China Theatre, Stockholm, and we give you above a picture of the magnificent attraction combelling dishlar. nificent attraction compelling display which he and his stalwart Swedes fastened to the outside of the theatre. If this isn't smashing exploitation you had better tell us what is!

"SIGN OF THE CROSS" CHARIOT IN JAVA



The famous vehicle which Fredric March rides in the Paramount epic attracted much attention in Bandoeng, Java. In back of the "Sign of the Cross' chariot, standing, are A. Olsen, Paramount Manager in Batavia, and F. Buse, exhibitor.

uma obra de inolvidaveis belezas, esplendida tanto para a America como para todo o mundo... Se por acaso não compreendeis a lingua inglêsa e portanto não podeis penetrar no espirito das mensagens de Mr. Shauer e Mr. Hicks, deveis pedir que uma traducção vos seja feita, pois os dizeres desses comunicados servir-vos-ão de incentivo e inspiração por muito tempo... Ao lê-los convencer-vos-êis de que a Paramount é a maior e mais poderosa organização no negocio de filmes, e que o seu espirito de optimismo está hoje mais vivo do que nunca! ... Aguardai a nossa proxima edição, e todas as que a ela se seguirem sempre dedicadas ao vosso interesse e ao interesse da vossa Paramount. Estamos certos de que vos rejubilareis por vêrdes a vossa revista novamente em circulação. Até para o mês, pois!

"Paramount" est encore toujours le nom le plus important de l'Industrie Cinématographique.

MOUNT ZEIT IST WIEDER DA

Unsere Ueberschrift unfasst kurz Mr. Shauer's Leitartikel in den Internationalen Paramount Nachrichten... Und ein jeder ist unsäglich froh, dass die von heller Begeisterung durchdrugenen Botschaften Mr. Shauer's nun wieder in kurzen Abständen bis in die entlegensten Winkel der Welt gelangen.... Auf der zweiten Seite gibt Mr. John W. Hicks Jnr., alle Einzelheiten für den Verkaufswettbewerb bekannt, welcher die zweite Hälfte dieses Jahres krönen soll. Dieser Kontest soll unsere grosse Bewunderung und Dankbarkeit für Mr. Shauer's geniale Führerschaft zum Ausdruck bringen und ein heisses Ringen steht ohne Zweifel bevor... Die gute alte Zeit ist wieder da und an gebührenden Spitzenfilmen für eine neue, grössere Paramount fehlt es auch nicht....Auf einer anderen Seite dieser Ausgabe befindet sich die ungefähre Liste der zur Produktion gelangenden Filme (Titel Werden sobald wie möglich übersetzt). Dabei können wir nicht umhin darauf aufmerksam zu machen, dass unter anderem eine Chevalier- drei Dietrichund zwei Cecil de Mille Produktionen stehen... Aber wir wollen bei der Gegenwart bleiben. "Internationales Haus" ist eine grossartige Revue, "Adler & Habicht" spielt "Wings" mit liebenswert machen... Paramount ist neue Chevalier Film "Eine Schlummer Geschichte" hat köstliche musikalische Einlagen, welche den Film ungemein liebenswert mechen... Paramount ist immer noch die führende Organisation in der Branche. Wir denken nicht LES ANCIENS BEAUX JOURS daran, auf unseren Lorbeeren auszuruhen. Paramount marschiert grösseren, unerhörten Erfolgen entegen Zwei der geplanten Dietrich Filme werden von Josef von Sternberg ins-zeniert.... Auch die Brüder Marx sind für ein Bild verpflichtet worden.. Wir dringen in jeden Paramountler, unsere Schutzmarke bei jeder sich bietenden Gelegenheit zu verwenden. Wir befinden uns an einem Wendepunkt, und von jetzt ab wird unser Symbol wie auch unser Motto: "Ein Paramount Film ist stets der beste Film auf dem Programm" in grösserem Masse Verwendung finden... Die Internatio-nalen Paramount Nachrichten werden regelmässig, und zwar enimal monatlich erscheinen, gerade so wie früher "Paramount Rund Um Die Welt" herausgegeben wurde. Und dieses neue Hausorgan ist genau so gut das Hausorgan eines jeden einzelnen Paramountlers, wie es das alte war. Mit anderen Worten, wir erbitten nicht nur, sondern wir verlangen Neuigkeiten von Ihnen und von IHNEN und von I-H-N-E-N.... Wenn Sie irgend eine Filiale zum Einzelkontest herausfordern möchten, so bietet sich hier die allerbeste Gelegenheit. Nur immer zu! erwarten Ihre Aufforderung zwecks Veröffentlichung und sind gerne bereit den Schiedsrichter zu spielen.... Uns fehlt der Raum um die Rekordleistungen des "Zeichen des

"Paramount" e ancora sempre il nome il piu importante nell' Industria Cinematografica.

DIE GUTE ALTE PARA- GRETA GARBO ACCLAIMS "THE SONG OF SONGS"

One of the outstanding tributes paid "The Song of Songs" to date is the fact that Greta Garbo, immediately she returned to Hollywood, dropped her customary veil of secrecy and paid a visit to the Paramount studio for the express purpose of seeing the Marlene Dietrich triumph. She was the guest of Rouben Mamoulian, director of the picture, while at the Studio.

Kreuzes" zum Abdruck zu bringen. Es allons faire plus grand usage de ce war uns nur möglich, auf einer an- précieux symbole, ainsi que de la dederen Seite einen Auszug der enthusiastischen Pressestimmen zu veröffentlichen. Wir werden in den nächsten Monaten soviel wie irgend möglich über diese amerikanische Filmsensation des Jahres 1933 berichten.... Aus tiefster Ueberzeugung heraus, und unser Herz singt dabei mit, können wir sa-gen, dass "Das Lied der Lieder" der berauschendste aller Marlene Dietrich Filme ist . . Sollten Sie Mr. Shauer's und Mr. Hicks' englische Botschaften nicht verstehen können, so zögern Sie nicht einen Moment, sondern verlangen Sie sofort eine Uebersetzung, denn die Leitartikel sind von kolossaler Wichtigkeit und nur ein volles Verstehen macht sie für einen jeden Paramountler wertvoll, da sie einen jeden überauf dem Programm der neuen Saison zeugen werden, dass Paramount weder weicht noch wankt, sondern nach wie vor die Führung der internationalen Filmindustrie hat.... Im nächten Monat mehr und wir hoffen, dass Sie sich mit uns freuen, Ihr Paramount Hausorgan wiederzusehen.

DE PARAMOUNT NOUS SONT REVENUS

Ce titre est la somme totale du message de M. Shauer publié en première page du Paramount International News...C'est bon d'entendre de nouveau ses messages de pure inspiration lancés autour du globe. Et, en page 2, M. John W. Hicks, Jr., décrit le Concours de Vente qui embellira le second semestre de cette année comme témoignage de notre appréciation pour la superbe manière dont M. Shauer nous conduit...Les Bons Vieux Jours nous sont revenus et il n'est que juste en cette occurrence que nous produisions les plus grands films dans les annales de Paramount... A une autre, page on trouvera une liste provisoire des principaux films du programme de la nouvelle saison — on les traduira pour vous aussitôt que possible — et notez que la liste comprend un Chevalier. Trois Dietrich, deux productions Cecil B. DeMille et bien d'autres films.... Mais n'oubliez pas le présent. "International House" est un magnifique film national riouse est un magninque nun musical, "The Eagle and the Hawk" est aussi grandiose que "Wings", le film actuel de Maurice Chevalier "A Bedtime Story" est une récréation muiscale pleine de gaieté... Nous sommes toujours la plus grande organisation du monde cinématographique, et à partir d'aujourd'hui nous allons encore nous agrandir... Josef von Sternberg mettra en scène deux des films Dietrich pour la saison prochaine... Les Frères Marx sont également inscrits pour un film dans le groupe des productions pour la prochaine saison... Nous vous recommandons d'employer la marque

vise: "Si c'est un film Paramount, c'est le meilleur spectacle en ville!" Paramount International News va paraître régulièrement; vous le recevrez une fois par mois, comme vous aviez l'habitude de recevoir Paramount Around the World. Et cette nouvelle publication est la vôtre juste autante que la précédente; ce qui veut dire que nous désirons, demandons et exigeons que vous nous donniez tous des nouvelles sur vous-mêmes...Et s'il y a un territoire déterminé que vous choisissez pour lui lancer un défi particulier, faites-le nous savoir pour que nous le publiions. Nous serons les témoins du duel.... Après nous être retirés de ce territoire pendant toute une année. Paramount. comme d'ailleurs les principales organisations de distribution, s'est remis à l'oeuvre en Yougoslavie, M. F. Jordan, directeur là-bas, a exprimé sa joie de ce retour et son enthousiasme montre que lui et son personnel vont donner du fil a retordre à pas mal des autres territoires... C'est là un sentiment que l'on ne peu réfréner. C'est aussi la preuve que le bon vieux temps nous est revenu... Quelle chronique rande från den Jugoslaviska marknane pourrions nous pas publier sur den. Vilken vi nu öppnar med pukor "The Sign of the Cross" si nous en avions seulement la place. Quelques M. F. Jordan uttrycker sin stora glädje résultats ont été soulignés à un autre endroit de notre publication. Ce film est certainement le clou de 1933.... Nous dirons aussi avec la plus profonde conviction que coeur ait jamais connue, que "Song of Songs" est le plus grand film que Marlene Dietrich ait jamais fait, en Amérique ou dans n'importe quel pays... Si vous ne comprenez pas les messages de M. Shauer et de M. Hicks en anglais, prenez notre avis et faites du potin pour qu'on vous les traduise. Ils sont extrèmement importants pour vous, et vous en tirerez une grande inspiration... Ils vous comvaincront plus que jamais que Paramount est la plus grande et plus solide Compagnie dans toute l'industrie cinématographique... D'autres nouvelles vous parviendront le mois prochain, et nous espérons que vous vous réjouissez de voir votre magazine Paramount remis en circulation.

DEN GAMLA GODA TIDEN AR HAR IGEN SAGER **PARAMOUNT**

Detta är titeln över en hopsummering av Mr. Shauers budskap på första sidan av Paramounts Internationella Nyheter... Det är glädjande att se detta inspirerade budskap nå världens alla fura hörn igen...På sidan två har Mr. John W. Hicks, Jr. gjort ett utkast av en försäljningspristävlan som skall bevärdiga sista halva delen av detta år som ett prov på uppskattningen av Mr. Shauers enastående ledarskap... Den gamla goda tiden är här igen och Paramount partout où ce sera possible; det är därför rätta tillfället att vi just dans notre nouvel ordre de choses nous nu inspela Paramounts största schlag-

erfilmer... på en annan sida är ett tillfälligt utslag av de viktigaste filmerna för den nya säsongen (de vill bli översatta för er fortast möjligt), och märk väl att listan innehåller en Chevalier film, tre Dietrichs, två Cecil B. DeMille produktioner och många andra filmer... Men glöm ej de allare-dan inspelade. "International House" är en magnifik musikfilm; "The Eagle and the Hawk" är lika storartad som 'Wings", den nyss utgivna Maurice Chevalier filmen "A Bedtime Story" är sprudlande glad med musik och komedi... Vi äro fortfarande den le-dande organisationen inom filmvärlden, och vi kommer att bli ändå större... Josef von Sternberg kommer att iscensätta två av Marlene Dietrichs filmer.... Marx Brothers kommer också med en film denna nya säsong... Vi beder er att använda Paramounts trade-mark så ofta som möjligt; under dessa nya förhållanden komma vi att använda denna värdefulla symbol, lika mycket som slagorden: "Om det är en Paramount film så är det den bästa i stan' !"... Paramounts Internationella Nyheter komma att utgivas regelbundet; ni kommer att få den en gång i det; ni kommer att 1a uch en g månaden precis som ni brukade med A grand the World. Och det är lika mycket er egen publikation som den förra var, vilket menas att vi önska, behöva och begära nyheter om er, och Er och ER! .

Om det är någon särskild plats som ni skulle önska se ha sin individuella pristävlan, giv oss en utmaning för publikationen. Vi vill sekundera i denna vänskapliga duell... Under de sista åren har Paramount precis som de andra stora bolagen varit frånva-M. F. Jordan uttrycker sin stora glädje över att denna marknad åter är öppen och hans staff har gått på härtåg för att erövra nya områden... Sådan energisk utveckling kan ej tillbakahållas. Detta om något är bevis på att den gamla goda tiden är här igen... Vilka resultat vi skulle kunna trycka om "I Korsets Tecken" om vi bara hade utrymme. Underbara resultat har blivit tryckta på en annan sida, och vi kommer att trycka allt som vi möjligtvis kan finna plats för från månad till månad. Den filmen är utan tvive! 1933 års stora sensation... Med den största övertygelse och från djupet av vårt hjärta påstå vi att "The Song of Songs" är den finaste film som Marlene Dietrich någonsin gjort både här i Amerika och i andra länder.... Om ni inte kan förstå Mr. Shauers och Mr. Hicks budskap på engelska äro vi glada att sända er en översättning De äro oerhört viktiga och inspirera-

.... De vill övertyga er mer än någonsin att Paramount är det största och mest livskraftiga bolaget i hela filmindustrien... Mera om detta nästa månad, och vi hoppas att ni år lika lycklig att Paramounts tidskrift är i marknaden igen - som vi äro!

Paramount is nog steeds de beste naam in de filmwereld.

Paramount ternational

Vol. I, No. 2

AUGUST 1, 1933

PRICE: Everything You Think Worth While

FROM ALL POINTS OF THE COMPASS COME TIDINGS OF PROGRESS

all sincerity possible, a message which told of the return of those Grand Old Times which meant so much to all of us. In the thirty days which have elapsed since that message much be.

THE RED-BLOODED VIKINGS ARE WHOOPING IT UP



Carl P. York

Busy delivering powerful results for fifty-one weeks and four days of the year, the Viking Division of Sweden, Norway, Denmark and Finland uses the remaining three days for a punch-filled convention under the direction of Carl P. York. The 1933 edition of this inspiring event took place at Helsingfors recently, and following its conclusion, Mr. York cabled Mr. E. E. Shauer and Mr. John W. Hicks, Jr., as follows:

PARAMOUNT SCANDINAVIAN VI-KINGS AFTER CONCLUDING CON-VENTION HELSINGFORS WHERE NEW PRODUCT WAS ANNOUNCED ARE CONFIDENT PARAMOUNT OR-

GANIZATION CONTEST FOR REMAINING HALF THIS YEAR WILL BE GREATEST IN OUR HISTORY STOP ALL DELE-GATES CONVEY MOST CORDIAL GREETINGS TO YOU BOTH.

VIKINGS TAKE WINGS!



The plane pictured above is the one which a group of Paramount's Vikings zoomed into Stockholm after their convention. The cut was made from a post-card addressed to Mr. E. E. Shauer, on which the following message, written en route, appeared: Dear Mr. Shauer:

Six Paramount Vikings have just left the shores of Finland and are now comfortably seated in this plane about 2,000 feet above the Baltic Sea. In two hours we arrive in Stockholm. Greetings to you and Mrs. Shauer from

Carl P. York Eric Petterson Harald Frost Erling Eriksen Paul Lundberg Ingvald Oes

The plane is a 12-passenger transport of the Scandinavia Air Express Route. Widespread publicity to the

SOUTHWARD BOUND! Jerome P. Sussman, lately returned to Home Office following his important year-long survey in South Africa as special representative, is now en route to Mexico where he will spend some time in a similar capacity.

Saul Jacobs, with a record of splendid work in Home Office over a period of several years as a member of the Service Department, sailed July 8th for Panama, where he will serve as a special sales representative in Central America and the Northern republics of South America under the direction of John B. Nathan, general manager of those territories.

We wish both men every success in their new assignments.

trip of the Paramounteers was published in the Finnish newspapers at the time our Flying Vikings left Helsingfors on this trip.

Paramount ar fortfarande det ledande namnet inom Filmindustrien.

A month ago I was very happy to be able to give you, with has transpired to substantiate the statements which it contained. And by 'much' I mean actual, concrete happenings which are infinitely more forceful than mere words can ever

> First of all there has been the opening meeting of the three chaptered 1933 Convention, held at the Waldorf-Astoria Hotel in New York City, and productive of the finest and sinceres degree of enthusiasm that I have ever seen at any similar meeting. Held under the direction of General Manager George J. Schaefer, this conclave produced a manifestation of the Paramount spirit which is so symbolic of the future greatness of our organization that I am made happy beyond the power of description.

> Then there have been reverberations of other punch-filled Paramount meetings held in several parts of the world, as se forth in the messages from Messrs. Souhami, York and others contained in the current issue of our magazine.

> There was also an event at the New York Convention which exemplifies the existing Paramount Spirit about as perfectly as the job can be done. The true story was told of one of our branch managers, who because of his recent successes was offered a princely salary and greater responsibilities by one of our competitors. His response is summed up as follows: "I have been with Paramount a long while, and if I'm as good as these other people seem to think I am, then I want more than ever to stay with Paramount, because my turn for progress will come even quicker with them than with any other company."

> There's a spirit that you just cannot quench. And I find it repeated in so many spots throughout Paramount's International Legion that I just know beyond all question of doubt that we are forging ahead so rapidly that our aims of greatness in the past will be but mediocre compared with what we will now accomplish under the new supercharged wave of energy and belief that is driving us along.

> I see this in the great reports rolling in from South and Central America. All of the Continent of Europe is zest-filled to the limit. The honored distinction of Carl P. York's knighthood at the hands of the King of Sweden is a precious example of the esteem in which members of our organization can and are being held. The news from the Orient, the Far East, Australia and India likewise has a powerfully heartening tang to it. And of course the Grand Old Bulldog Division is hitting resoundingly on all cylinders.

> If ever indelible progress were being written, you boys and girls, men and women, of Paramount's International Legion are writing it in 'This Day and Age,' and I am supremely

grateful to you for your unflagging efforts for, and undeviating loyalty to Paramount.

Em E. Shaner



Published on the first of every month preceding issue date from the Paramount Building at the Crossroads of the World in New York City, U.S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the entire industry.

Vol. 1 August 1, 1933

No. 2

THE VITAL IMPORTANCE OF MANPOWER

The question of manpower, and the part it plays in Paramount progress, is a matter of importance everywhere, no matter whether it be New York, Calcutta or Sao Paulo. It is very definitely an organization matter, which makes the following direct quotation from Mr. Schaefer's Convention address an item of unescapable importance:

"During the past year," he pointed out, "many important promotions have taken place in the eompany. According to a long established company policy, these advancements were made from out of the ranks. We mustn't forget these ranks. Choose your shipping clerks and ad salesmen with an eye to the fact that someday they will be salesmen, branch managers and heads of departments. If you expect promotion yourselves, you must be prepared for it when it comes, and you must have organizations so that the men under you may move along up the line and step into your shoes."

GREAT NEWS FROM FRANCE

A letter to New York from Administrateur Delegué David Souhami, dated early in June, reveals the fact that business in France and all of its related territories (so far as Paramount is concerned), is above the level of last year.

Mr. Souhami indicates in his letter the expressed appreciation of his entire Division to join whole-heartedly in the Contest for the latter half of 1933 and says "We can assure you that the boys over here will deliver over 100%".

The letter further tells of great sales of Paramount product — original French productions as well as dubbed American product — to the major circuits of his territory, and expresses the sanguine conviction that Paramount films will have the widest distribution in history during 1933 and 1934.

Well, Monsieur Souhami, you know how good that makes us feel!

THE MESSAGE

. . of . .

Mr. John W. Hicks, Jr.

that you read in this particular space last month will bear immediate re-reading in view of the stirring New York Convention statement which you will find on the opposite page. . . . Our Contest for the latter half of 1933 is destined to have a terrifically important bearing on the future destiny of the Paramount organization. So please get back to that message again for a few precions minutes, bearing in mind all that it stands for.

MARVELOUS PRODUCT

In case you miss it anywhere else, Paramount Sales News, issue of June 27, carries a wonderful and comprehensive line-up of the Paramount product for 1933-34. Paramount Sales News is the weekly publication issued by Paramount Pictures Distributing Corporation, and is chockful of news and enthusiasm.

PARIS, JUNE 13

The above date saw a sales convention, embracing delegates from all of Central Europe and the Baltic countries held in Paris under the direction of Mr. Gus Schaefer. We can well imagine that it was a spirited and enthusiastic affair, with a terrific amout of good work accomplished—but where are the photographs?

NEIL F. AGNEW WINS NEW POST

Neil F. Agnew, who for a little more than a year has been Sales Manager of the Western Division (Western United States) under George J. Schaefer, Paramount's General Manager, was appointed Assistant General Sales Manager by Mr. Schaefer on June 13.

Mr. Agnew started with Paramount as a booker in the Chicago exchange in 1920. Advancing through several grades in the Western Sales territory, he was appointed Western Divisional Sales manager on Nov. 7, 1932, having been named for the post by Mr. Schaefer.

The promotion of Mr. Agnew is one that he has merited through an excellent record. Paramount International News, in behalf of his fellow Paramounteers in the Foreign Legion, wishes him all the success in the world.

EUGENE J. ZUKOR IS SPECIAL REPRESENTATIVE OF PARAMOUNT INTERNATIONAL CORPORATION

We are proud and happy to be able to introduce to you Eugene J. Zukor, who brings to his post of special representative of Paramount International Corporation a wealth of experience gained not only in the various departments and ramifications of our organization, but also gained in many parts of the world.

In his years of experience in the Theatre Department, Mr. Zukor has paid several visits to Europe. He knows intimately the Paramount theatre business in Great Britain and on the Continent of Europe, and one cannot know theatre business without knowing a great deal about sales and distribution.

It is our expectation that a great many International Legionnaires will have the pleasure of meeting Mr. Zukor in person in the very near future.



SWEDISH KING'S HONORING OF CARL P. YORK BRINGS HONOR AND PRESTIGE TO FILM INDUSTRY

Carl P. York, vigorous leader of Paramount's equally vigorous Vikings, received the high honor of Knighthood of Sweden on the occasion of the seventy-fifth anniversary of the birth of King Gustav V. The Knighthood is in the Royal Order of Vasa, and entitles Paramount's general manager for Scandinavia to be addressed as Riddaren M. M. Carl P. York.

News of this outstanding event — outstanding because Mr. York was the first film man to be so honored — was cabled to Vice President John W. Hicks, Jnr., by Mr. Blumenthal, the message arriving some days after the other glorious cable flash which we carry on our front page.

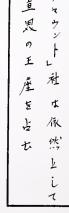
Our greetings and congratulations to Paramount's first Knight. Knighthood in any country is for meritorious service, and you certainly have rendered service, Riddaren M. M. Carl P. York!

OFFICIALS MEET



MEXICO MANAGER. We are very happy to present for the first time in this publication a likeness of Senor Vicente Saisó, Piquer, Paramount's manager in Mexico. Sr. Saisó (left) is with George Weltner, assistant manager of Paramount International Corporation. The picture was taken in Mexico City a few weeks ago. Mr. Weltner returned to New York June 29.







NEW YORK CONVENTION GREATEST MANIFESTATION OF SINCERITY AND PURPOSE IN COMPANY'S HISTORY

General Manager George Schaefer Tells Where Paramount is Heading and Tremendous Part Being Played by Our International Legion

ONDAY and Tuesday, June 26 and 27, definitely go down as black-letter days in the history of Paramount, because they conclusively proved to those fortunate Paramounteers present at the New York City Convention that the era of red-letter days is practically past. From now on, it's to be blackletter days, because those are the kind of days that will have us back in the progress-lead quicker than the twinkling of a great effort. The words that we are trying to use are designed solely to gct across to you the fact that the Convention which has just concluded, and which is the first of three to be held in the next two weeks, was the most profoundly impressive

solely to get across to you the fact that me convergence has just concluded, and which is the first of three to be held in the next two weeks, was the most profoundly impressive gathering in the history of this organization.

It hasted but two days, but in that span of time General Manager George Schnefer, who held the platform throughout, gave a graphic and unforgettable account of the things which happened to our Company, of how twenty-four-hour-a-day planning, sweat, blood and tireless striving brought order out of chaos; of the valiant things that are being done now by the finely-knit organization that we are proud to possess and at the same time to be members of; and most importantly of all, just where our efforts are heading us for. All of that could be told in a detailed piece of reporting on what actually transpired, minute by minute, hours to the lighticity, allowing the announcement book of the product to tell you of the pictures that 1933-34 will bring forth—such book of the product to tell you of the pictures that 1933-34 will bring forth—such book of the product to tell you of the pictures that 1933-34 will bring forth—such book of the product to tell you of the pictures that 1933-34 will bring forth—such book of the product to tell you of the pictures that 1933-34 will bring forth—such book of the product to tell you of the pictures that 1933-34 will bring forth—such book of the product to tell you of the pictures that 1933-34 will bring forth—such book of the product to tell you of the pictures that 1933-34 will bring forth—such book of the product to tell you of the pictures that 1933-34 will bring forth—such base to see these Legionnaires present.

This permitted Mr. Schaefer, expressing at the same time the delight of the cutton of the tell product to the pictures of the cutton of the tell product to the pictures of the cutton of the tell product to the picture of the product of the pictures of the cutton of the tell product the product of the pictures of the cutton of the tell product the pro

ing brought order out of chaos; of the valiant finely-knit organization that we are prouded by the content of this year. They were taken. He had only one answer:

"They will go right along just as though nothing had happened!"

Simple, uncolored words, especially as they appear here on paper, but franght with terrific significance. And so it was a right throughout the entire gathering. It was terrifically significant, for instance, to be told that for the first 23 weeks of this year (that is, up to the start of the Convention), the recovery made by Paramount over the corresponding period of last year is the greatest advance not only in the motion picture industry, but of any industry in the United States.

At this point Mr. Schaefer indicated to the meeting that not only was this amazing business being recorded by the Domestic Corporation, but that Paramount International Corporation was making the same tremendous strides. He said that this marvelous accomplishment was made possible for Paramount by the valiant efforts of the men and women in the world field under the inspired guidance of Mr. Shauer and Mr. Hicks.

PARAMOUNT INTERNATIONAL CORPORATION'S VITAL PARTICIPATION IN CONVENTION

General Manager George Schaefer Pays Stirring Tributes To Messrs. Shauer and Hicks and Entire Organization

It would have done the hearts of every man and woman in Paramount International Corporation's vast farflung empire good to have heard the stirring fashion in which Mr. Schaefer prefaced his remarks at the comencement of the second day of the New York Convention. Speaking of Mr. Shauer he referred to him as "One of the greatest of all Paramounteers who has been a pillar of strength since the birth of the organization". Of Mr. Hicks esaid: "Here is a Paramounteer who has lived and breathed Paramount for a period of almost twenty years." He spoke of Mr. Hicks' perfect service, first of all to the domestic field and then of his eleven years in Australia and finally his elevation to the post of Vice-President of Paramount International Corporation. Then he asked him to come up onto the platform.

Mr. Hicks had two great tributes to pay. One of these was to Mr. Shauer and you can well guess its stirring nature. The other one, to which he devoted the bulk of his speaking-time, was to the great Paramount International Legion of men and women strung around the world. He told the Convention delegates something of the outstandingly fine business that Paramount International Corporation has rolled up in the past twelve months. He even added to his remarks that the assembled delegates had better watch their laurels as the time is not far distant when it will become quite possible for foreign business to equal and even surpass domestic business.

He told, too, of the stirring contest that we are engaged in over the period of the last six months of this year, and at the same time he told of the great thanks we owe the Production Department for the marvelous grade of product that they have delivered to us in order to make our past performances possible and our future performances possible of being surpassed by what we have already accomplished.

In conclusion he paid tribute to Mr. Schaefer's merited promotion to the post of general manager of the entire Paramount organization and pledged to him on behalf of you all your full support and loyalty.

All in all it was a very inspiring interlude which produced a glamorous chapter to the Convention.

of spare time to analyze the pictures which of spare time to analyze the pictures which every company had produced last year and see whether Paramount hadn't produced a far greater proportion of outstanding hits. He listed Paramount's outstanding accomplishments, 26 of them, and we are so proud of this that we are listing them here also in perpendicular fashion, in order of American release — a pillar of achievement that is quite unmatchable:

evement that is quite unmate
DEVIL AND THE DEEP
GUILTY AS HELL
HORSE FEATHERS
LOVE ME TONIGHT
70,000 WITNESSES
NIGHT OF JUNE 13
NIGHT AFTER NIGHT
BIG BORADCAST
TROUBLE IN PARADISE
A FAREWELL TO ARMS TROUBLE IN PARADISE
A FAREWELL TO ARMS
IF I HAD A MILLION
UNDER COVER MAN
MADAME BUTTERFLY
ISLAND OF LOST SOULS
NO MAN OF HER OWN
TONIGHT IS OURS
SHE DONE HIM WRONG TONIGHT IS OURS
SHE DONE HIM WRONG
SIGN OF THE CROSS
FROM HELL TO HEAVEN
KING OF THE JUNGLE
PICK UP
A BEDTIME STORY
EAGLE AND THE HAWK
INTERNATIONAL HOUSE
JENNIE GERHARDT
COLLEGE HUMOR Of the announcement book, which really

Of the announcement book, which really speaks for itself, little else may be said here beyond the fact that it is the greatest and most expressive manifestation of our coming year's product that we have ever given to the exhibitors of the world.

SECOND DAY. The morning of the second day was given over to an explanation of policy matters. Also to the announcement of the national celebration of Paramount Week in the United States during the first week of September.

(And it is interesting to inject at this

(And it is interesting to inject at this point the information that Australia has steadily celebrated Paramount Week each year since 1921, and that this season is also celebrated by Panama. We will have an important announcement to make in this connection in a later issue)

Tribute was paid to the reorganization of the Advertising and Publicity Departments under the direction of Robert Gillham. Other important executives who received tributes from the platform were John A. Hammell, James Clark and Vincent Trotta.

And so came to an end the 1933 Convention. We most sincerely hope that you get from this very brief review of the happening much of its vital significance. The Convention was outstandingly the most important in Paramount's history and its repercussions will bring to every loyal Paramounteer everywhere throughout the world rewards for merit which will make the fighting and the striving all the more worth while.

New York Convention at Waldorf Astoria Hotel. On rostrum, left to right, Neil Agnew, Ass't Gen'l Sales Mgr.; Stanley Waite, Divisional Mgr.; George Schaefer, General Manager, who presided; J. J. Unger, Divisional Mgr. In foreground are several members of Paramount International Corp., including Vice President John W. Hicks, Jnr., Spec. Rep. Eugene J. Zukor, John B. Nathan, Jerome Sussman, Eugene Schosberg, Charles Gartner and Luigi Luraschi.



The Sun Still Never Sets

PARAMOUNT PERSONAL NEWS FLASHES

Jerry Sussman - or Jerome P. Sussman, according to his passport brought in some highly interesting reports from South Africa when he re-turned to Home Office a few weeks ago following a successful survey of that territory. To the great disappointment of the young ladies of Home Office, he did not see a single lion not even a springbok.

John A. Groves, Paramount's general manager of the territory embracing Java, Straits Settlements, Borneo and Siam, is in Sydney for a well-merited rest from the tropics. He recently spent a year in India, where he accomplished a lot of sterling work.

John Armstrong's racehorse tie-in with Chevalier's picture, "A Bedtime Story," was one of the sensations of London on Derby Day. It was a case of spectacular, timely exploitation, and showed the advantage of tieing in with a current event, even if for only a few hours. The stunt is told about on another page.

Reg. Kelly, publicity manager of the Blue Ribbon Bunch, continues to keep both exhibitors and public in Australia remarkably well informed on Paramount film production activities. He also edits "Paramount Punch," a snappy little house organ which literally exudes the spirit of William J. Clark's division of go-getters.

John B. Nathan, general manager in Central America and the Northern Republics of South America, left New York for his territory on July 1st, following a very pleasant stay at the Crossroads of the World. One of his good fortunes was the attending of the Convention, where he heard so much good news that he dashed off by the first available steamer.

An item of personal interest to every Paramounteer everywhere is the fact that for the first six months of 1933 a great many more people have attended motion picture theatres in the United States than for the corresponding period of 1932. Just another piece of proof that everything is on the upand-up.

WE'VE GOT CARL P. YORK ON RECORD

Not only did the leader of the Valiant Vikings set forth a pledge in his cable message on the front page of this issue, but in writing to Mr. 1. Blumenthal in Paris, relative to the Helsingfors convention, he said:

"Everybody present promised to make the Contest one of the fastest and liveliest in the history of Para-mount's business in Scandinavia."

ITALY'S PUBLICITY

We are very happy to go on record with an appreciation of the excellent publicity work continually done by Miss I. Minelli, of the Italian Division. There comes to us from Italy a steady stream of excellent publicity, much of it in color, and this we know is due largely to Miss Minelli's efforts. We know that the good work is going to continue.

"Paramount" est encore toujours le nom le plus important de L'Industrie Cinématographique.

MAKING "THE WAY TO LOVE" IN FRENCH



VOILA! Maurice Chevalier in person greets Jaqueline Francell on her arin Hollywood. Mademoiselle Francell came from France expressly to be Maurice's leading woman in the French version of "The Way To Love." With them are Melville A. Shauer, a staunch friend of all Paramount Legionnaires and now an executive assistant to Emanuel Cohen in Hollywood; and Richard M. Blumenthal, also a great friend of so many Legionnaires, who accompanied Mlle. Francell from Paris, and who is to supervise the French and English versions of the picture.



CLOSE-UP. Here's a charming nearshot of Mademoiselle Francell, taken on the steamer which brought her over Atlantic. She will certainly lend a very particular charm to "The Way To Love."

A Paramonnt é ainda a primeira na Cinematografia.

DE PARAMOUNT

En la parte inglesa de este número se da noticia de la Convención de Paramount para 1933, que se reune en el Hotel Waldorf-Astoria de Nueva York. Habrá también otras Conven-ciones en Chicago, Nueva Orleáns y Los Ángeles. La nota saliente, en conexión con esto, es que en la Convención ha resurgido con mayor impetu que nunca el famoso espíritu de Paramount; para evidenciar sin asomo de duda que la fortalecedora afirmación hecha por el señor Shauer el mes pasado respondía a la realidad: ¡Hemos vuelto a los buenos tiempos de la Paramount! -Sendos ejemplares del Programa de Producciones se remiten a todas las oficinas. No dejará usted de procurarse un ejemplar para examinarlo, si en hacerlo así tiene el debido interés; y, en enterándose del número y la calidad de las películas para la temporada de 1933 a 1934, quedará convencido de que representan el conjunto más estupendo de producción de la marca Paramount - En la primera página de este número campea la magnífica promesa que la División Escandinava hace a los señores Shauer y Hicks. Dicha División celebró esplén-dida Convención en Helsingfors. Todos y cada uno de los que la integran hállanse prontos a alcanzar señalados triunfos - Cablegrama recibido de aquella región europea nos informa de que el Rey Gustavo de Suecia ha conferido al Gerente General de la Paramount, señor Carl P. York, las insignias de la Real Orden de Vasa. Nuestro Carl es el primer cineísta a quien se dispensa tal distinción; por la cual tendrá derecho a que se le designe de ahora en adelante como Riddaren M. M. Carl P. Young, de la Real Orden de Vasa.

El señor Adolph Zukor permanecerá durante varios meses en Hollywood adonde ha ido a practicar su visita anual de inspección. Los Estudios de la Paramount producen en estos días el conjunto más grandioso de películas; y continuarán superándose a sí mismos Maurice Chevalier ha comenzado ya a trabajar en las versiones francesa e inglesa de su nueva película "El modo de amar" ("The Way to Love"). La primera actriz de la versión francesa es la hechicera Jacqueline Francell
— "El Cantar de los Cantares" ("Song of Songs") es sin disputa la interpre-tación-cumbre de la eximia Marlene Dietrich - Han empezado a llegar a la Oficina Central los programas-anuncio de las diferentes Divisiones. El Libro de Oro de Francia, que acabamos de recibir, es un alarde de presentación — En la edición del mes pasado verían ustedes que México ha sido el primer país que ha aportado valiosa información a nuestras columnas. Por algo contará en ello la proximidad geográfica. Confiamos que de todos y cada uno de los países lleguen colaboraciones similares. Nunca, desde que existe la Legión Paramount, nos habíamos sentido tan al unísono, tan compenetrados con sus bravos legionarios - En el nuevo Programa de Producciones Paramount 1933-1934 hay por lo menos veinte películas con música. Y al decir con música queremos decir películas musicales. No dudamos que sea ésta excelente noticia para todos.

| NOTICIAS | IMPORTANTES | FAITS | IMPORTANTS DE LA CHRONIQUE PARAMOUNT

On trouvera, sur une autre page de ce numéro de notre publication, un compte rendu, en anglais, de la Convention Paramount de 1933 tenue à l'Hôtel Waldorf-Astoria à New York. Des conventions seront également réunies à Chicago, la Nouvelle - Orléans et Los Angeles. Le fait principal, pour l'indiquer brièvement, c'est que cette convention a entièrement recapturé le fameux "esprit" Paramount, prouvant sans la moindre possibilité de doute le bien fondé de l'assertion encourageante de M. Shauer, le mois dernier, que 'Les Bons Vieux Jours Nous Sont de Nouveau Revenus".. Des exemplaires de 'Announcement Book of Product (livre d'information sur la production) sont envoyés à tous les bureaux. Vous en verrez certainement un exemplaire si la chose vous intéresse suffisamment, et quand vous le lirez vous saurez que es présentations pour 1933-1934 fornent le plus merveilleux ensemble de production qui aura jamais porté la 'marque de fabrique" Paramount La Division Scandinave fait une grande promesse à Messieurs Shauer et Licks, laquelle paraît en première page de ce numéro. Il y a en une excel-ente convention à Helsingfors, et tout le monde est décidé a remporter de nouveaux et notables triomphes En même temps un autre cable de cette même partie du monde annonce que le roi Gustave de Suède a conféré l'ordre de la chevalerie de Suède à M. Carl P. York, directeur-gérant général de Paramount. Notre Carl est le premier parmi les personnalités du cinéma à se voir accorder cet honneur, et sera connu à l'avenir, en Suède, sous les noms et titres de: Riddaren M. M. Carl P. York, de l'Ordre Royal de Vasa.

M. Adolph Zukor est en ce moment à Hollywood pour sa visite annuelle d'inspection; il se propose de rester là pendant plusieurs mois. Le Studio tourne maintenant des films d'une qualité merveilleuse et continuera d'ailleurs à les améliorer... Maurice Chevalier a commencé déjà á travailler aux versions anglaises et françaises de son nouveau film "The Way to Love". La si jolie Jacqueline Francell tient le premier rôle de la version française. .. Le "Song of Songs" de Marlene Dietrich est certainment de loin le plus grand film qu'elle ait jamais produit, ans aucune exception... Les "Announcement Books" des diverses divisions commencent à circuler sur les grandes routes du monde. Le Livre

(continued on Page 8)

Al entrar en prensa este número pasa por la Oficina Central de Nueva York avasalladora oleada de optimismo que excede a cuanto se había visto en los últimos cuatro años. No se oye hablar más que de nuevos logros, de aprovechamientos que superan a los de hace mucho tiempo. Todo ello se resume en estas palabras: "Paramount continúa siendo la más representativa, a más sólida de las grandes editoras cinematográficas". Examine usted el Programa de Producciones y verá por

On The Paramount Organization!

DA PARAMOUNT

Segundo noticiamos na parte inglêsa desta edição, a Convenção, Paramount para 1933 reune-se este mês no hotel Waldorf-Astoria, em Nova York. Haverá outros convençõis em Chicago, Nova Orleans e Los Angeles. Uma coisa que se evidencia da reunião desses congresso da Paramount é que o famoso espirito de cooperação da companhia está vivo, e prova tambem que Mr. Shauer tinha razão quando afirmou no nosso numero passado que os hons tempos estão de novo connôsco... Exemplares do nosso Programa Anual de Producção estão sendo remetidos ás nossas sucursais no estrangeiro. Naturalmente tereis a oportunidade de vêr nesse album que o programa Paramount para 1933-34 é inquestionavel mente uma honra para a nossa marca. ... Segundo vereis na nossa primeira pagina, a Divisão Scandinava apoiou com todo o entusiasmo os dizeres de optimismo de Mr. Shauer e Mr. Hicks na nossa passada edição. Na conven-ção scandinava, reunida ha pouco, ficou patente esse espirito de triunfo... Ainda mais, telegramas da Scandinavia dão-nos a grata noticia de haver o rei da Suecia condecorado Mr. Carl P. York, gerante geral da Paramount naquele territorio. Mr. Carl é o primeiro cinematografista que recebe essa graduação honorifica da Real Ordem de Vasa.

Mr. Adolph Zukor acha-se presentemente em Hollywood, na sua visita anual de inspecção aos estudios e lá se demorará por alguns meses. O nosso estudio está agora produzindo um grande numero de filmes de categoria, e o que é mais, produrando cada dia melhorar o seu producto... Maurice Chevalier já começou a trabalhar no seu proximo filme, "The Way to Love" (Liçõis de Amor), o qual será feito simultaneamente em francês e inglês. A estrêla da versão francesa é a linda Mlle. Jaqueline Francell... A nova producção de Marlene Deitrich, "O Cantico dos Canticos", é indescutivel-mente o melhor trabalho deste esplendida actriz... Estamos recebendo exemplares dos albuns de publicidade de todos os nossos territorios no estrangeiro. O "livro de ouro", da França, acaba de chegar e está cheio de producçõis espectaculares... Segundo vereis nesta edição, o Mexico foi o primeiro país a nos mandar basto noti-Isto se deve á proximidade daquela nação, mas esperamos que os nossos agentes e chefes de territorios em outras partes, a despeito das distancias, nos remetam noticias de interesse dos seus respectivos departamentos. Uma tal colaboração dar-nos-há a certeza de que somos todos partes da grande Legião Paramount... Do novo livro de Producçõis Paramount constam pelo menos umas vinte fitas de fundo musical. Quando dizemos "fundo musical" queremos dar a en-Quando dizemos tender que o filme tem a musica como detalhe importante do seu argumento. Este facto deve ser recebido com entusiasmo por todos.

Ha na nossa matriz, em Nova York, um novo ar de optimismo, devido ás noticias alviçareiras vindas de todos os recantos do país e do estrangeiro. As receitas crescem por toda a parte, facto que oferece promissor contraste com a pasmaceira que tem reinado de para o proximo mês!

TOPICOS DE IMPORTANCIA | BELANGRIJKE NIEUWSBE- | Mexican Officials Visit Studio | AUSTRALIAN FAN TAKES RICHTEN VOOR **PARAMOUNT**

Elders in deze editie vindt U een verslag van de Paramount Conventie 1933, welke onlangs gehouden werd in het Waldorf Astoria Hotel, in New York, Benevens deze conventie, zullen verder nog soortgelijke conventies gehouden worden in Chicago, New Orleans en Los Angeles. Het belang-rijkste wat uit die bijeenkomsten voortgekomen is, lijkt ons de geest onder de aanwezigen, waarvan wij vroeger dikwijls gewag gemaakt hebben, waaruit afdoend blijkt, dat 'De Goede Oude Tijd Weer Teruggekeerd is', zooals de Heer Shauer verleden maand be-

Exemplaren van het Productieboek voor het komende jaar zijn naar alle kantoren verzonden. U zult zeer zeker de copie van Uw kantoor onder oogen krijgen, indien U voldoende belang stelt in onze zaken. En dan zal het U blijken, dat de komende films van het 1933-4 speelseizoen ongetwij feld de beste zijn en de grootste afwisseling bieden van allen.

De Scandinavische Divisie heeft een indrukwekkende belofte gemaakt op de voorpagina van deze editie, aan de Heeren Shauer en Hicks. Deze afdeeling heeft een geestdriftige conventie gehouden in Helsingfors en de ver-wachtingen zijn daar groot. Tege-lijkertijd bijna ontvingen wij een tweede telegram uit die hooge regionen, waarin vermeld werd, dat Koning Gustav van Zweden den Heer Carl P. York, Algemeen Directeur van Paramount, in den adelstand heeft verheven. Voortaan is het predicaat van den vereerde aldus: Riddaren M. M. Carl P. York, van de Koninklijke Vasa Orde.

De Heer Adolph Zukor vertoeft gedurende eenige maanden in Hollywood voor zijn jaarlijksche inspectie. Het studio, aldaar, levert thans uitstekende films en ons product wordt steeds verbeterd.

Maurice Chevalier is reeds begonnen aan zijn nieuwe film 'The Way To Love' en filmt tegelijkertijd de Engelsche en Fransche edities. De vrouwelijke hoofdrol in de Fransche editie is de beminnelijke Jacqueline Francell.

Marlene Dietrich's nieuwe film 'The Song of Songs' is verreweg de beste film, die zij ooit heeft vervaardigd, zonder eenige uitzondering.

De verschillende distributieboeken der diverse divisies worden langza-merhand alle door het Hoofdkantoor ontvangen. Het Gouden Boek van de Fransche Divisie is een schitterend

Mexico was, zooals U uit de vorige editie weet, de eerste, die ons van nieuwsberichten voor dit blad voorzag. Dat kon natuurlijk, omdat Mexico onze naaste buurman is. Wij vertrouwen evenwel, dat andere kantoren wat dat betreft, niet achter zullen blijven. Wij staan thans in veel nauwere betrekking to de overzeesche kantoren dan voorheen.

(continued on Page 8)

alguns anos a esta parte. Tudo isto significa que a Paramount é ainda a grande e victoriosa organização do mundo cinematografico. E quando virdes o novo catalogo de produc**c**õis haveis de concordar connôsco. Até



Left to right, back row:-Fernando Rondon; Mrs. Puig Casaurac, wife of the Secretary of Foreign Affairs, Mexico; Mr. Ernesto Romero, Chancellor of the Mexican Consulate; Mr. Manuel Aguilar, Vice-Cansul of Mexico in Los Angeles; Miss Gail Patrick, Paramount actress, one of the winners of the "Panther Wo-man" contest; and Mr. Luis Lupian, Consul General of Mexica.

AUSTRALIAN PROOF OF PARAMOUNT'S SUPREMACY

The imposing Prince Edward Theatre in Sydney, which inaugurated the long-run policy of perfectly presented motion pictures, is one of the few theatres in that territory to declare a dividend on its 1932 operations. Portion of its official report to the tradepapers is as follows: "The regular clientel of the theatre has, since its opening, been educated to expect the cream of the hold-over pictures.... Confined practically to ane source for its pictures, Paramount, that the finances should be in such a solid state says much for the showmanship and methods marking the conduet of the house and also the drawing power of the pictures."

We need hardly add any comment

to this.

"CROSS" BREAKS BUR-MESE RECORD

A Radiogram from Rangoon, Burma, routed via Calcutta, brought to New York recently the news that a huge crowd of good Burmese film fans completely smashed down the box-office of Mr. Krishnaswamy's Theatre. How-ever, before they did this their eager pockets poured into the box-office a flock of Rupees larger than had ever been attracted by a motion picture be-

The above authentic information was radioed to Mr. John W. Hicks, Jr., vice-president of Paramount International Corporation, by Charles B. Ballance, Paramount representative in India, and is further testimony to the world-wide drawing power of Cecil B. DeMille's spectacle, "The Sign of

OUT NOVEL PARAMOUNT INSURANCE

From Perth, West Australia, comes a very novel story, as reported by the manager of the Strand Theatre in that City. A young man walked up to the manager and pulled a wad of money from his pocket. He said that he wanted to buy a season ticket for the theatre. His explanation was as follows:

"Well, it's this way. You have a big list of Paramount pictures advertised on that board in the lobby, and I want to make sure that I see every one of them. I am in work now and have the cash to spare to get my ticket in advance, but in a month's time I will be finishing up on the job and when a fellow's out of work, he can't very well dig np cash for picture shows, can he?

FRENCH SPOKEN HERE



The crew of the French training ship 'Jeanne D'Arc'' was welcomed at the Paramount Studios in Hollywood by Claudette Colbert who conducted them on a tour of the establishment. spent some time watching Gary Cooper making scenes for his newest picture, "One Sunday Afternoon." Limitation of armaments — oop! We mean limitation of space does not permit us to show all the members of the crew but those who do not show in this picture were cheering for Claudette, their favorite, just as much as the enthusiastic sailormen you see here.

HOLLYWOOD BOUOUET

Miss Carroll Stroud, who has very apably handled all of the duties connected with Paramount International Corporation's Hollywood office during the past several months, pays tribute to the initial issue of our magazine as follows:

"Paramount International News has just arrived and I have read it through with a great deal of interest. One cannot read this publication without feeling the Paramount loyalty and enthusiasm behind it and wanting to give Paramount and everything connected with her an added boost."

Thanks, Miss Stroud! You've already shown that you know quite a lot ahout Paramount loyalty yourself!

Exploitation is Making the Wheels Spin Faster

THAT "S.O.T.C." CHARIOT IN AUSTRALIA AGAIN WINS ATTENTION



Last month we stepped heavily, but justifiably, on the pedal of praise for John E. Kennebeck and his exploiteers in Australia as a result of their chariot work on behalf of "The Sign of the Cross" in Australia. Bob White, who ballyhooed the chariot in its condensed version of the 'Covered Wagon' trek across part of Australia, deserved plenty of plaudits for his work. Here's another slice of it: the parchment scroll which he carried like another Hannibal, and which he had signed by the mayors of all towns visited. The original of this scroll came to New York, was once-overed by all executives, and now reposes in the private study of Cecil B. De Mille in Hollywood.

Who dared so much as suggest that the spirit of Paramount exploitation is dead? Never! And this page is powerful proof!

Paramount es ann la primera en la cinematografía.

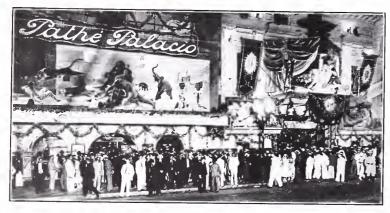
BALLY-ZOO GETS PLENTY OF ATTENTION



When John Armstrong put this stunt over at the London Zoological Gardens in connection with the showing of Murders in the Zoo," the attention of hundreds of patrons, including the group of girl scouts shown here, was attracted to the production. Even the higher-ups among the zoo's denizens were interested — as witness this giraffe.

"Paramount" e ancora sempre il nome il pin importante nell' Industria Cinematografica.

HERMANN E. FLYNN, Paramount's manager of advertising in Australia, is back at his desk in Sydney after a bout of illness. We promise to tell you some interesting things about this super-energetic Paramounteer next issue.



"THE SIGN OF THE CROSS" IN RIO. One spot in the world where "The Sign of the Cross" has magnificent significance is Rio de Janeiro, for this Brazilian metropolis has a towering and sublime manifestation of the Crucifixion atop of Sugarloaf Head, one of the guardian portals to a glorious harbor. Small wonder then that John L. Day, Jr., Tibor Rombauer and all of their allied forces of enthusiastic co-workers decided to give "The Sign of the Cross" a blasting campaign of exploitation. Above we see, as a result, one of the most eye-arresting theatre fronts that Rio de Janeiro or any other city has ever seen.

LULLING LONDON TO "A BEDTIME STORY"



The season of the most recent Chevalier picture at the Carlton Theatre produced one of the most startling exploitation eampaigns that London has ever seen. Earl St. John, director of Paramount's theatres in England, instructed John Armstrong (we told you about him last issue) to devise a campaign as different from anything else that had gone before as the picture itself was different from previous Chevalier films.

Above is the exterior of the Carlton, with a smashing front-of-theatre display. Below is a huge eutont from the twenty-fonr-sheet poster on the picture, actually placed in the Royal box. He also had a bevy of beautiful girls, dressed as Chevalier, parading the streets with perambulators, signs and babies. On Derby Day, when the minds of all Londoners were on the great race, he had four racehorses, ridden by jockeys bearing signs denoting the picture, ride around all of the main London streets.

And that, we are proud to tell yon, was a real exploitation campaign! Bravo, London! You're setting a pace that only the smart ones can follow.

Paramount is still the greatest name in Motion Pictures.

BARCELONA'S "BLONDE VENUS" STUNT



A month ago we called your attention to a nobby — nay natty — stunt that the Paramount exploitation force at the Coliseum Theatre, Barcelona, Spain, staged for Dietrich's "The Blonde Venus." They advertised free admission to the theatre for all blondes; but blondes in Barcelona are scarcer than good Paramount advertisements without Paramount trade marks, so the stunt was costless but extremely arresting.

Here's another chapter of the campaign: two girls in the white male attire Marlene affected in the concluding reels of the picture. What is more, they rode in a Plymouth car, which lent dash and color to the stunt, and gained excellent cooperation from another live organization.

FRANCE'S 1933-34 GOLDEN BOOK ANOTHER PICTORIAL SMASH

Now is the time when all good Paramount Legionnaires prepare to make the coming year the greatest of them all. It is the time for announcements to the motion picture industry, of books and pledges and promises.

The books are coming in to the Crossroads of the World now, and well to the forefront comes the book of France — The Golden Book. Produced by the French Division's able publicity and advertising department under the general direction of Administrateur Délégue David Souhami, the book has appeared both individually and as an insert in the trade press, and the message which has come to us with our copy says:

"The already considerable prestige of our Company is even greater now, and everybody here is watching us."

That's a very effective sentiment, and from a close examination of the book we can readily understand the reason for it. Our only remaining comment is that everybody else must certainly be envying Paramount for the incomparable program which the book represents.

The Personality Stars of the Paramount Trade-Mark

Circling the Paramount Trade-Mark like a diadem are the stars that symbolize Paramount's great personalities of the screen.

Perhaps never before has this constellation of gifted talent been so brightly portentous. Chevalier, Dietrich, March, Lombard - name after name of luminaries who will reach new zeniths in the season to come.

For Paramount has chosen wisely in calling to its stellar circlet such favorites of movie-goers everywhere as are these great interpreters of the comedy, and romance of the screen. And Paramount has chosen wisely in selecting the plays in which they will appear next season, as the Paramount Year Book, soon to be published, will show.

These personalities have ARRIVED. They are established as idols of the film-going public — because of their abilities to amuse, to inspire, to sway the emotions of millions of people, all over the world.

Maurice Chevalier, the romantic idol of the cinema-world, whose charming smile is only equalled by his bewitching love-making.

Marlene Dietrich, the incomparable blonde who, by the power of her ravishing beauty, rules an empire of devotees.

Fredric March, versatile artist who makes every role a living image, an unforgettable creature of romance and drama.

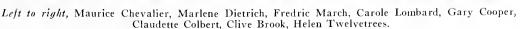
Carole Lombard, lovely charmer whose fragile, orchid-like beauty enhances every vibrant scene she plays.

Gary Cooper, the virile man among men; the adored one of thousands of women - women who thrill to his every word and action upon the screen.

Claudette Colbert, Gallic-American, smart, svelte; warm as sunshine in her love-scenes, lashing-sharp as arctic sleet in her screen battles. Real!

Clive Brook, suave gentleman; paragon of poise; handsome, masterful, in-





PARAMOUNT'S BRILLIANT STARS

Left to right, Cary Grant, Alison Skipworth, Mae West, Charles Laughton, Dorothea Wieck, Miriam Hopkins, George Raft, Sylvia Sidney, Jack LaRue.



telligent. A thorough performer always.

Helen Twelvetrees, glorious blonde; weet as the cooling breezes of springtime; ever lovable, even through the tears of her dramatic moments on the silversheet.

Gary Grant, two-fisted, upstanding, wiry-muscled son of adventure. A personality that has "clicked" from the first moment he stepped before a cam-

Alison Skipworth, veteran purveyor of comedy and pathos. A grand trouper - and one of the foremost character actresses in Hollywood.

Mae West - author, playwright, director, actress — but above all, the complete actress; her very first picture a dazzlingly brilliant success!

Charles Laughton -

ing; but whatever the sharply limned the dramatic verities have carried her character he might be playing, he always evokes gales of applause.

Dorothea Wieck, the serenely exquisite, whose mastery of the art of acting became international good news only recently, but whose eminent achievements will be the sensation of the seasons to come.

Miriam Hopkins, darling of the filmgoing multitudes. A thorough actress whose splendid work upon the screen is a fascinating joy to behold. Exotic, desirable, always.

George Raft, master of realism. Sleek-haired, dapper, coolly calculating. Equally deft in portraying heroes or villains, he's a great favorite everywhere, with critics and public alike.

Sylvia Sidney, whose radiant beauty

tund and jolly, or massive and menac-| calm intelligence, and native sense of to the front rank of today's stars.

Jack LaRue, who is an artist because his intensive seasoning on the stage has made him so - and because he is inherently a man of the drama, equally facile in "hard" roles or gentle ones.

These are the leaders in Paramount's stellar list. Their remarkable powers at the box-office will be demonstrated amply in the season to come. Further proof of their potency will be seen when you read about the screen-plays in which they will appear. This added information will be supplied adequately by Paramount's Annual Souvenir Book. It will arrive simultaneously with this issue of Paramount International News.

"HERALDING" THE SIGN OF THE CROSS AND OTHER FILMS IN GREAT BRITAIN

By R. GITTOES-DAVIES Director of Publicity

Nation-wide publicity on an extensive

Nation-wide publicity on an extensive scale will be assured to several new Paramount releases in Great Britain on behalf of which a big scheme of press publicity has been arranged.

"The Sign of the Cross" which has already obtained the backing of one of the most extensive press campaigns of recent years ranging from photographs, special articles, scores of interviews with Charies Laughton, who plays the role of Nero, and numerous discussions of the historical and dramatic qualities of the production by authorities of note on the various aspects of the film; will be backed by an elaborate new campaign on its release. by ... lease.

Daily Herald" which daily "The Daily Herald" which daily reaches close upon 2,000,000 readers has undertaken to support "The Sign of the Cross" by special editorial treatment extending over the period immediately preceding and during the general release of the film.

This will guarantee the Cecil B. de Mille spectacle a national boost in tens of thousands of British homes just at the time when the picture is due to reach the public of the United Kingdom.

Paramount is nog steeds de beste naam in de filmwereld.

The British Publicity Department has arranged a further big national press tieup on the Paramount all-star special "The
Woman Accused". This takes the form
of an agreement with the "Daily Herald"
whereby that newspaper secures the exclusive serialization rights for this country
of a story which the combined talents of
ten famous authors produced. The "Daily
Herald" is to be congratulated on its
astuteness in securing a feature of firstclass reader interest in a story written by
such famous literary figures as Vicki
Baum, J. P. McEvoy, Rupert Hughes, Vina
Delmar, Gertrude Atherton, Zane Grey,
Irvin S. Cobb, &c.

The publication of "The Woman Accused" will commence at a time synchronizing with the general release date of the
film and will daily be featured in the
"Herald" during the London and Provincial runs of the picture.

Paramount's arrangement with the
"Daily Herald" has been completed on
extremely advantageons terms to the film
company.

The terms of the agreement include the

company.

The terms of the agreement include the use of stills from "The Sign of the Cross" and "The Woman Accused" in the specially-featured treatment of the films.

PRIZE COMPETITION

Another big press tie-up of national scope, has been arranged with 'Everybody's Weekly''. This takes the form of a free 'must-be-won' competition based on the film. 'If I Had A Million''. 'Everybody's' will invite readers to place the eight episodes in their order of merit. The order will be selected by the following judges — Elinor Glyn, Christopher Stone, Philip Inman and Mr. Geoffrey Harmsworth. Their decision will be placed in a safe at the Midland Bank and the competitor whose list most nearly coincides with theirs will be awarded a \$100 prize.

This competition, in conjunction with

"If I Had A Million", (released June 5th) will arouse great interest and much discussion among theatre patrons and Paramount anticipate that all exhibitors showing this picture, will take advantage of the contest

"Everybody's Weekly', the popular national journal regularly reaches half a million readers.

REPUTATIONS AT STEAK?

You never can tell where a famous name will turn up next. As proof of this read the following excerpt, clipped from an Australian newspaper and sent to the home office by John E. Kennebeck, peerless Aussie exploiteer:

"After an inspection, Mr. Marr presented sticks of tobacco to the paramount chiefs, many of whom were formerly cannibals, to the Lululais, to the Tul Tuls, and to the medical Tul Tuls. The paramount chiefs received five sticks each, the Lululais three, the Tul Tuls two and the medical Tul Tuls one."

SUPER-EXPLOITATION

One of the outstanding credits that we can all lay at the base of the main title of "College Humor" is that this sprightly picture was definitely responsible for the re-birth of active, physical exploitation of motion pictures in the United States, so far as Paramount is concerned. Exploitation is now flourishing here magnificently, which means a quickening of the pace for those territories in the Foreign Legion where exploitation has never been allowed to languish.

The incident occurred May 20, 1933, at Sohano Island, New Guinea, during a governmental inspection ceremony, Mr. Kennebeck explains.

All we can say, John, is that we have checked up, and found that all the Paramount chiefs in the Western Hemisphere are vegetarians, and always have been.

JAPANESE PROGRESS

When we sent "Madame Butterfly" to Japan, Tom D. Cochrane uttered many whoops of joy because of its super-excellence for Japan, and cabled that it would outgross "Wings," the record holder up till

A little while later he received "The Sign of the Cross," with Japanese superimposed titles, and accordingly cabled Mr. Hicks:
"'The Sign of the Cross' will outgross 'Madame Butterfly'."
Now he's clamoring for "Song of Songs."

WICHTIGE PARAMOUNT NACHRICHTEN

In einem anderen Teil dieser Aus- Güte und wird in diesem Sinne fortüber die New Yorker Paramount Konvention zum Abdruck, welche in diesem Jahre im Waldorf-Astoria Hotel abgehalten wurde. Andere Konventionen werden in absehbarer Zeit in Chicago, New Orleans und Los Angeles tagen. Von der New Yorker Konferenz lässt sich sagen, dass sie vollkommen von unserem alten Para-Geist durchdrungen mount welcher bereits mit Mr. Shauer's flammenden Worten des vergangenen Monats zu neuem Leben erweckt wurde. Ein schlagender Beweis für den Anbruch der guten alten Zeit.... Mit dem Versand der Produktionsprogramme für die neue Saison ist bereits begonnen worden. Auch Sie werden eine Kopie zu sehen bekommen. Gehen Sie nicht achtlos daran vorüber, denn unser neus Produktionsprogramm ist es tatsächlich wert eingehend studiert zu werden. Und nur so können Sie zu der Ueberzeugung gelangen, dass unsere Werkpläne für 1933-34 unbedingt die fabelhafteste Filmkollektion darstellen, welche je in einer Saison von der Paramount hergestellt worden ist.... Skandinavien bekennt sich mit seinem Leitartikel in dieser Nummer in überzeugender Weise für Mr. Shauer und Mr. Hicks und legt ein herrliches Gelöbnis ab. Die Helsingfors Konvention war ein voller Erfolg und ein jeder Legionair sieht den Entwicklungen der allernächsten Zukunft begeistert entgegen ... Soeben erfahren wir auf telegraphischem Wege, dass Paramount's Filialleiter Carl P. York von Konig Gustav von Schweden in den Ritterstand erhoben worden ist. Unser Carl ist der erste Filmmann, dem eine derartige Ehrung zuteil wurde und sein Titel lautet Riddaren M. M. Carl P. York vom königlichen Orden der Vasa.

Mr. Adolph Zukor befindet sich momentan auf seiner Jahresinspektion in Hollywood und gedenkt dort einige Monate zu verweilen. Unser Atelier liefert wieder Qualitätsfilme erster

gabe gelangte der englische Bericht fahren.... Maurice Chevalier hat bereits mit der Inszenierung der englishen und französischen Fassung seines nächsten Filmes "Wege der Liebe" begonnen, Seine Gegenspielerin in der französischen Fassung ist die entzückende Jacqueline Francell Marlene Dietrich's "Lied der Lieder" kann unbedingt als der hervoiragendste Film dieser frappierenden Künstlerin bezeichnet werden ... Die neuen Verleihprogramme der einzelnen Filialen laufen langsam ein. Dabei können wir nicht umhin Frankreich zu seinem Goldenen Buch zu gratulieren Mexiko lieferte schon im vorigen Monat einen Beitrag für unser neues Hausorgan. Da die Entfernungen zu gross sind, war bis jetzt noch keine andere Filiale in der Lage weitere Neuigkeiten beizusteuern, aber wir hoffen, dass ein jedes einzelne Land uns helfen wird unser Hausorgan so vielseitig und interessant wie möglich zu gestalten, denn wir fühlen es heute mehr denn je, dass wir einem jeden einzelnen Mitglied der Auslandsorganisation, ganz gleich in welchem entlegenen Erdteil er sich befindet, ganz besonders nahe stehen... Unserem neuen Werkprogramm werden Sie entnehmen, dass wir unter anderem 20 musikalische Filme zu produzieren gedenken. Dieser Umstand sollte allerseits begrüsst werden.

Während diese Zeilen zur Presse gehen, wird in der New Yorker Paramount Zentrale mit Hochdruck gear-beitet und es herrscht ein derartig erfrischender Optimismus und eine Arbeitsfreude, wie wir sie schon seit vier Jahren nicht mehr zu sehen bekommen haben. Ueberall hört man von neuen Erfolgen, welche nur immer wieder bestätigen, dass "Paramount nach wie vor die Spitzenorganisation der Welt ist." Und wenn Sie erst unseren 1933/34 Arbeitsplan gesehen haben, dann bleibt Ihnen gewiss kein Zweifel, dass diese Einstellung unbe-

dingt berechtigt ist.

FAITS IMPORTANTS DE LA BELANGRIJKE NIEWSBER-CHRONIQUE PARAMOUNT

(continued from Page 4)

d'Or de France (The Golden Book of France) vient d'arriver et marque un splendide accomplissement...Vous avez vu dans notre revue du mois dernier que le Mexique a été le premier pays qui s'est distingué en nous donnant des nouvelles. C'est là sans doute à cause de la proximité du Mexique. Nous croyons cependant que chaque pays va nous fournir un excellent service de nouvelles, tout comme nous avons l'impression que nous nous touchons tous de plus près que nous ne nous sommes jamais touchés dans l'historie de la Légion Paramount.... Le nouveau livre de la production Paramount pour 1933-1934 mentionne au moins vingt films avec accompagnement musical. et par là nous entendons que ce sont des films musicaux. C'est là une nouvelle qui devrait vous faire plaisir.

Il règne dans les bureaux principaux de Paramount à New York, au moment où nous allons sous presse, un plus grand esprit d'optimisme que nous n'en avons connu en ces quatre dernières années. De toute part, on entend parler de nouvelles choses accomplies, de gains plus considérables que ceux que l'on signalait depuis bien longtemps.

ICHTEN VOOR PARAMOUNT

(continued from Page 5)

In het Productieboek voor 1933/4 staan niet minder dan twintig films, welke muziek hebben. En wat we met 'muziek' bedoelen is muziek. Met andere woorden, muzikale films. Dat zal voor U wel heuglijk nieuws zijn.

Het Hoofdkantoor van Paramount. staat bij het ter perse gaan van dit blad in het teeken van het grootste optimisme, dat we in de laatste vier jaren gekend hebben. Van alle zijden hooren wij van vooruitgang, hetgeen ons als muziek in de ooren klinkt. Het kan uitgedrukt worden door de bekende leuze, dat 'Paramount als van ouds de grootste organisatie in de Film Industrie is'. Waarom? Blader het Productieboek, door dan zal het U duidelijk worden.

Paramount ist immer noch der wichtigste Name der Filmindus-

phrase "Paramount est toujours la plus grande organisation dans l'industrie du cinéma". Ouvrez simplement le livre d'information sur la production, Tout cela peut se résumer dans la et vous saurez pourquoi.

PARAMOUNTS VIKTIGASTE NYHETER

På en annan sida i detta nummer [underbar produktion, som kommer att finnes en rapport över Paramounts stora bolagsstämma på Hotel Waldorf Astoria i New York. Det kommer att hållas flera årsmöten i Chikago, New Orleans och Los Angeles. Den viktigaste nyheten i kort sagt är, att mötet var besjälat av Paramounts nu så välkända entusiasm, vilket fullkomligt överbevisar att Mr. Shauer hade rätt, ıär han påstod i förra numret att "Den gamla goda tiden är här igen". .Kopier av broschyrerna över den nya produktionen utsändes nu till alla filialerna. Ni, som äro intresserade i dessa saker, kommer säkert att läsa en av broschyrerna, och när ni gjort det, så kommer ni att förstå att planerna för 1933-34 är tvivelsutan de mest enastående inspelningsuppslag som någonsin burit Paramounts märke.... Skandinaviska avdelningen ger ett storartat löfte till Herrar Shauer och Hicks på första sidan av denna månads nummer. hade ett stort årsmöte i Hälsingfors och de äro alla beredda på stora, nya triumfer.... På samma gång har vi mottagit ett telegram från denna del av världen, som omtalar att vår chef i Stockholm, Carl P. York, har blivit utnämnd till Vasa Riddare av Kung Gustav i Sverge. Vår Carl är den första filmchef, som har blivit så ärad, och för framtiden kommer han att bli känd som Riddaren m.m. Carl P. York av Vasaorden.

Generaldirektören Adolph Zukor är Hollywood på inspektionsresa och kommer att stanna där för flera måna-Vår filmatelje tillverkar nu en gen och ni kommer att förstå varför.

bli bättre och bättre dag för dag ... Maurice Chevalier har allaredan börjat nspelningen på både den franska och ngelska versionen av sin nya film "The way to love". Hans motspelerska för den franska versionen är den förtjusande unga och vackra Jacqueline Francell... Marlene Dietrichs "Song of Songs" är tvivelsutan den bästa film hon någonsin inspelat... De olika utländska avdelningarnas broschyrer börja hu inkomma till vårt huvudkonor på Broadway. Frankrikes gyllene bok har just anlänt och är en sevär-I förra månadsnumret såg ni att Mexiko var det första land som sände oss material. Det är dock endast därför att Mexiko är det närmaste landet. Vi vänta dock att alla andra änder kommer att bidraga på bästa sätt. Vi känna att vi nu äro närmare till er alla än vi någonsin varit i Paramounts historia... Paramounts nya katalog av år 1933-34 visar en produktionslista på inte mindre än 20 musikfilmer. Det bör vara goda iyheter för er alla.

Just nu, när tidningen trycks vibrerar Paramounts huvudkontor på Broadway av entusiasm, större än vi känt för de ista fyra åren. Från alla håll höra vi om idel nya dåd, större framskridningar än vi hört om på länge. Allt kan sammanfattas i en enda mening och det är att "Paramount är fortarande Filmindustriens största organ-sation." Bara öppna den där katalo-

IMPORTANTI NOTIZIE DELLA PARAMOUNT

nero pubblichiamo i dettagli della Convenzione Paramount del 1933 che 1a avuto luogo in questi giorni al Hoel Waldorf-Astoria a New York. Ci saranno pure delle altre riunioni a Chicago, a Nuova Orleans ed a Los Angeles. L'impressione la più importante che abbiamo riportata dalla Convenzione è che ora, più che mai, è risorto il famoso spirito della Paramount, provando conclusivamente la verità dell' affermazione fatta dal Sig. Shauer il mese scorso, ossia: "Siamo ritornati ai buoni tempi della Paramount". Mandiamo a tutti gli uffici degli esemplari del nostro libretto annunziando il Programma delle Produzioni per la stagione entrante. Siamo che ne procurerete una copia; sicuri al esaminarla ed al rendervi conto del numero e della qualità delle pellicole per la stagione 1933/34, sarete convinti che rappresentano la più meravigliosa mostra di produzioni che abbiano portato lo stemma della Para-

Sulla prima pagina troverete la spendida promessa che ha fatta la Divisione Scandinava ai sigg. Shauer e Questa divisione ha tenuto una riunione giorni fa a Helsingfors, ed ora è pronta a lanciarsi verso nuovi trionfi... Receviamo proprio ora un cablegramma da quella regione europea informandoci che S. M. Il Re d'Isvezia ha conferito al direttore generale della Paramount, il Sig. Carl P. York, il Real Ordine di Vasa. Nostro Carl è il primo associato dell' industria cinematografica a ricevere questa onoreficenza; d'ora in avanti sarà conosciuto come Riddaren M. M. Carl P. York, del Real Ordine di Vasa.

Il Sig. Adolf Zukor si trova attualmente a Hollywood, dove rimarrà qualche mese praticando la sua solita visita annuale d'ispezione. Gli Studii

Nella sezione inglese di questo nu- Paramount producono in questi giorni una seria di pellicole veramente granliose, e continueranno a superarsi a se

Maurice Chevalier ha incominciato avoro sulle versioni francese ed inglese della sua nuova pellicola "The Way to Love" (Il Modo d'Amare"). La vedetta della versione francese è a rinommata Jacqueline Francell... 'The Song of Songs'' (Il Canto dei Canti) è senza dubbio il capo lavoro artistico della Dietrich. Incominciano ad arrivare alla Sede di New York i diversi annunzi dalle nostre divisioni all' Estero dei programmi per la sta-gione entrante. Il Libro d'Oro della Francia, che riceviamo in questo mo-nento, è messo assieme in un modo ammirabile... Nel numero del mese scorso avrete certamente visto che il Messico è stato il primo paese di mandarci delle notizie per le nostre colonne. Questo è dovuto alla sua prossinità geografica agli Stati Uniti. Speriamo però che anche gli altri paesi ci nanderanno poco a poco delle loro nuove. Non ci siamo mai sentiti cosi uniti ai nostri bravi leggionari dacchè esiste la Legione Paramount.... Nel nuovo programma di pellicole per l 1933/34 ci sono per lo meno venti films musicali. E quando usiamo l'espressione "musicali", intendiamo pro-prio dire "musicali" in tutti i sensi dela parola. Non dubitiamo che questa sarà un' ottima notizia per voi tutti.

Al momento d'andare in stampa esiste alla Sede di New York un certo ottimismo molto in eccesso di quanto abbiamo visto nei quattro anni passati. Non si sente parlare che di nuovi profitti ed avanzi su tutti i fronti. In complesso si puo dire che "Paramount è ancora sempre la più forte e la più

Paramount

Vol. I, No. 3

PRICE: Everything You Think Worth While

HE CRITERION AS A STURDY SYMBOL

JOHN W. HICKS, JNR. HAS EUROPEAN SUR-VEY WELL UNDER WAY



John W. Hicks

Sailing from New York on the Majestie, July 20th., Vice President of Paramount International Corporation John W. Hicks has at the time of going to virtually completed his preliminary survey of Great Britain and Ireland, and has proceeded to Paris. Eugene J. Zukor, special representative of the Corporation, is with him and will continue in this capacity throughout the entire Enropean survey.

A cable has told also of the English Convention which was held July 28th and at which Managing Director J. C. Graham presided. Mr. Hicks had a perfectly wonderful message of optimism regarding the Company, and scintillating cheer regarding the fortheoming product, and the Paramounteers of Great Britain and Ireland accepted this consolidated message in a spirit that was eompletely heart-gladdening. We shall look for further details of this eouvention in time for the next

Meanwhile, Messrs Hieks and Zukor will proceed with what appears to us to be the most important Continental survey of Paramount's activities made in the past few years. The visit will take them over Italy, Spain, Germany, the Scandinavian eountries, Holland and Belgium, in addition to the territories previously enumerated. As far as is possible, we will have a constant stream of news concerning this survey appearing in these columns.

It must do your hearts good to see that picture of the grand old Criterion Theatre reflecting the pristine glory of so sterling a film as Marlene Dietrich's "The Song of Songs." I can assure you that it affects us all that way in New York, causing our memories to travel once more along that route to yesteryear where the milestones are marked by such triumphs as "The Covered Wagon," "The Ten Commandments," "Wings," "Beau Geste" and a score of other memorable films.

I cannot help thinking, too, that there is something of the ring of golden trinmph in so resonant a title as "The Song of Songs." It seems to echo and re-echo the precious elements which went into its making: the fine foundation of Sudermann's novel and Sheldon's play; the masterful direction of that filmetic genius, Rouben Mamoulian; the genuine production value, including photography, which was the Paramount Hollywood Studio's contribution; and finally the inspired performance of Marlene Dietrich, who in this picture rises to heights of emotionalism which she has only given hint of, by comparison, in her previous productions.

There, in a paragraph, you have a slight idea of what I think of the picture itself. In placing it in the Criterion Theatre you have an idea of Paramount's faith in the film. But in devoting my message of this month in its entirety to this masterful production I am entirely hopeful that you will see in such an action my belief that you will bend every effort within your power to make "The Song of Songs" the emblem of the greatest gross achievements of any picture starring the exotic and glamorous Marlene Dietrich.

This is my belief, and I give you my sincere, whole-hearted thanks in advance for your accomplishments.

En E. Shaver

IMPORTANTI NOTIZIE DELLA PARAMOUNT

della "Paramount International Corporation" e Eugene Zukor, rappresentante speciale della stessa organizza-zione, sono partiti il 20 luglio a bordo il piroscafo "Majestic" per ispezionare le attività della Paramount in Europa. Saranno assenti per lo meno due mesi e visiteranno tutti gli importanti territori del Continente come pure la Gran Bretagna.

L'ultima pellicola della Dietrich, "The Song of Songs" (Il Canto dei Canti) ha avuto un esito eccezionale alla sua "première", data al Criterion a New York il 19 luglio. L'auditorio del teatro era riempito di personalità del mondo teatrale americano, ed il loro applauso alla fine della pellicola è stato sorpassato forse solo dall' en-tusiasmo della stampa. Troverete più lontanto un resoconto della critica, naturalmente in inglese, ma non vi sarà difficile trovare modo di farala tradurre.

Riceviamo da tutti i lati del mondo celebra dal 1919. In Australia fù

John W. Hicks, Jnr., vice-presidente congratulazioni e complimenti per il scelta nel 1921, quando inaugurò l'idea ritorno di "Paramount International News". Però i complimenti che ci fanno più piacere sono quelli che arrivano in forma di articoli per le nostre colonne.

> Il Sig. E. E. Shauer, vice-presidente della Paramount International Corporation, ha rinnovato una felice conoscenza coll' oceano Atlantico quando si è imbarcato il 4 luglio a bordo l'Aquitania, suo piroscafo preferito, per una crociera alla Isole di Bermuda ed alla costa della Nova Scotia.

> La prima pellicola che Dorothea Wieck farà per la Paramount è "The Cradle Song" (La Canzone della Culla), basata sul dramma conosciutissmo di J. Martinez-Sierra. La talentata stella continentale avra il sostegno di altretanto abili attori americani.

Il costume di celebrare ogni anno una "Settimana Paramount" è uno che si deve propagare. In America lo si

in quel territorio il Sig. Hicks, la prima settimana di settembre quale "Settinana Paramount". Quest' anno pure

I Panama festeggierà la stagione a questa stessa epoca ed ha deciso di farla una festa permanente. Vi diamo dunque avviso prematuro che nel 1934 a prima settimana di settembre sarà diventata una festa internazionale Paramount.

C'è una meravigliosa pellicola Paramount della quale potete incominciare a parlare già d'ora, ossìa: "Fifty Years from Now" (Fra Cinquant' Anni), la quale promettiamo, sarà una delle più stupefacenti e sorprendenti creazioni cinematografiche della nostra epoca.

La versione francese del più recente film di Chevalier, "The Way to Love" (Il Modo d'Amare) è quasi finita. Goderà, siamo certi, grand' esito in molti altri territori oltre quelli di lingua francese. Jacqueline Francell, che si è già creata un nome nelle produ-

(continued on Page 2)

Paramount International News

Published on the first of every month preceding issue date from the Paramount Building at the Crossroads of the World in New York City, U.S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry.

Vol. 1 September 1, 1933

WIDESPREAD ACCLAIM FOR PARAMOUNT'S NEW PRODUCT

From far and wide have come the cheers for the truly inspiring array of new Paramount pictures which were to be found within the elastic covers of the recent announcement book. We term the covers 'elastic' because the book did not cover the full range of next season's product, having about twenty feature productions to be added, and also changes to be made to conform with changing trends in film appeal.

At all events, the announcement seems to have struck a powerful note of appeal within the short space of time since it was made; and it is our privilege to record the following glad

message of approval.

BERLIN: "In looking through the book I find a great many pictures that are going to be great for our territories."-G. J. Schaefer.

ABYSSINIAN PRINCE SEES "THE SIGN OF THE CROSS



On Wednesday July 26th the Paramount organization in New York played host to a royal visitor from Prince Desta Demtu, son-in-Africa. law of His Majesty the Emperor of Abyssinia, in the United States to return the visit paid by representatives of this country to the coronation ceremonies of the Emperor in 1930, wished to see "The Sign of the Cross."

A screening was accordingly arranged, at which the Prince and his retinue attended, accompanied by gov-ernment representatives from Washington. The Prince was profoundly days later.

STEADY, SILENT SERVICE IS ROBERT KREIER'S FUNCTION

To the majority of Paramount Legionnaires throughout the world, Robert A. Kreier is virtually unknown. Yet, as special assistant to General European Foreign Representative I. Blumenthal he serves as the vital liaison for all of the production requirements which Europe requires of America. All special master negatives and master positives needed for the highly important work of Continental duplication and dubbing, are obtained through Kreiser's services. And this is but a small fraction of the important work that he does, amplification of which would require a great deal of space, and be additionally detrimental to Robert's innate sense of modesty regarding the really fine work that he does. There once was a photograph of him - but, ah well, that is another



GEORGE WELTNER

Aide to Mr. Hicks, who in his ca-pacity of Assistant Manager of Paramount International Corporation is ably carrying on during the absence of his superior in Europe.



Leading members of the motion picture business in Cuba recently tendered "bon voyage" reception and banquet to Arthur L. Pratchett, Paramount's manager of distribution in Cuba. Mr. Pratchett left a few days later for several weeks' activities at the New York home office.

Photo, taken during the occasion, at the Park View Hotel in Havana shows, seated left to right, Ramon Garcia, Dave Lewis, Edelberto de Carrerá. Mr. Pratchett, Rafael Suárez Solís, Dr. Leopoldo Sánchez, Ramon Gómez. Standing, left to right, Cándido Galdo, José Valcárce, A. Jimenez, Heliodoro Garcia, Pietro Colli, Ernesto P. Smith, "Don Antonio", Dr. Herminío Rodriguez, Mario Guanche, Pedro Sáenz, Francisco Marin, José Garcia, Alberto Mora, Carlos Rocha, and George Naylor.

JACK GROVES RETURNS

A recent brief cable to New York told of the return to Batavia of John A. Groves, Paramount's general manager in Java, Straits Settlements and all of the adjacent territories. Jack had recently spent the best part of a vear in India, and returned to Sydney to recuperate from the exigencies of that service. According to schedule, he arrived in Batavia August 7th.

DON VELDE PROMOTED

Of special interest to Foreign Legionnaires is the news that Don Velde, formerly with the Foreign Division of the Home Office, has been appointed Ad Sales Manager for Paramount Pictures Distributing Corp., to succeed James A. Clark, resigned.

Velde has been with Paramount 11 years. He was appointed to the Foreign Department in 1926, and served

moved by the greatness of the picture, and expressed his most cordial appreciation of Paramount's generosity. He departed for his own country a few

in various capacities until Mel Shauer. then Ad Sales Manager, appointed him special reresentative in the Ad Sales Department, a position he continued to hold under Clark, who was Mel Shauer's successor.

IMPORTANTI NOTIZIE **DELLA PARAMOUNT**

(Continued from page 1)

zioni francesi, è veramente una diva deliziosa, ciò che abbiamo potuto constatare al vedere le prime scene del

Una visita benvenuta a New York in questi giorni è quella del Sig. Arthur L. Pratchett, capo dei nostri uffici in Cuba.

Desideriamo riprodurre quanto più possibile le diverse pubblicazione emmesse dalla Paramount nel mondo in-Questa settimana vi mostriamo le pubblicazioni dell' Australia, dell' Argentina, della Spagna e dell' Italia. -Ora sapete a chi tocca!

William J. Clark, capo della Para-mount in Australia e territori vicini, della Paramount.

RINGING THE BELLS OF WELCOME

Scattered hither and von in this issue are various manifestations of welcome signalizing the return of Paramount International News. We publish them for several reasons, the most important of which is to show you how sincerely Paramounteers everywhere recognize this magazine as a symbol of the fact that the grand old times are with us once again.

Carl P. York, for instance, says: "We have received the initial issues of Paramount International News and I trust that you have already noticed our lelight over the renewal of this old acquaintance, as expressed in my letters to Mr. Shauer and Mr. Hicks." (We have!)

Guigeneme Fox, publicity manager of the Argentine organization, said: "We are delighted to welcome the return of Paramount International News and promise that we shall from time to time send Argentine material in order that we may have consistent representation.'

Senor Fox also included with his letter details of certain Buenos Aires ex-ploitation in connection with "The Sign of the Cross," one feature of which consisted of reproductions of plendid color paints of scenes from the picture which were made up locally. More and more do we realize that that Argentine 'Gaucho' organiza-tion has some of the finest publicity and organization brains to be found anywhere in the motion picture world.

Then we heard also from Benito del Villar, Paramount leader in Chile as follows: "We are mighty pleased to note the reappearance of Paramount International News, since in this manner we are all closely related with our fellow Paramounteers throughout the world. I assure you that we will certainly cooperate in the matter of supplying news from Chile."

J. A. SIXSMITH'S REPORTS



J. A. Sixsmith

tralia that we cannot help but set the fact forth here. Mr. Six-smith is Secretary-Treasurer of Paramount Film Service, Limited, of Australia, and a

We have heard so many complimentary remarks regarding the

comprehensiveness of James A.

Sixsmith's re-

ports covering

Paramount ac-

tivities in Aus-

Paramounteer with many years of Staunch service back of him. si è sposato il 22 luglio. Nella fretta

di comunicarci questa buona notizia si dimenticato di menzionare il nome della fortunata signorina. Ciononos-tante l'abbiamo felicitato in nome di tutta la Legione Straniera.

Gli Studi della Paramount a Hollywood non sono mai stati più occupati di quanto lo sono ora. Le diverse pellicole in produzione indicano che avremo il più grande e più potente programma di materiale che abbia mai portato lo stemma della nostra casa. Dunque, non dobbiamo mai stancarci d'usare e di pubblicare.... lo stemma

HISTORIC CRITERION WITNESSES ANOTHER DAZZLING TRIUMPH AS DIETRICH APPEARS IN "THE SONG OF SONGS"

Mamoulian's Flashing Picture Attracts Colorful Audience and Provokes Spectacular Newspaper Applause

The Criterion Theatre is ablaze again! Ablaze with flashing signs denoting another mighty Paramount long-run winner! Ablaze with all of the glowing tributes paid this film by New York's foremost film critics! Ablaze with all of the success symbols that "The Song of

Songs" stand for!

It makes a grand sight for Paramount cyes, and for the many Paramount minds and personalities connected with predictions of success for this picture during many months past, it is a grand vindica-tion. "The Song of Songs" is all tion. "The Song of Songs" is all that Paramount planned it to be, all that Rouben Mamoulian's direction expected it to be, and all that its glamorous star, Marlene Dietrich, and her superb supporting cast, wanted it to be. It goes out to you all now as the glamorous, flashing pointer of the new 1933-34 Paramount program, the first picture of the group to reach the public, and a sure sign of the greatness of others that it is leading.

Permit us an interlude, now, to let you into the innermost heart en-thusiasms of New York's film crit-

ics:

NEW YORK NEWSPAPER REVIEWS

Marlene the magnificent again dominates the screen as another of those love-scourged damozels which she portrays with such tremendous effectiveness...For truly this is a star of stars in a "Song of Songs." Director Mamoulian has given the picture illuminating flashes of a brilliant genius. Many of his sequences are sheerest artistry. Marlene...is simply ravishing.-N. Y. American

...production (is) fetching to look at Above all, there is Miss Dietrich, who remains the most interesting pic-ture snapped by the latest cameras.

-N. Y. Sun

Miss Dietrich is a more exhilarating figure as the heroine of "The Song of Songs" than she has been in any of her previous pictures since "Morocco." She satisfies all the requirements of a perfect screen heroine; she has grace, sympathy, and ineffable beauty. — N. Y. Evening Post

The magnificent Marlene proves a capital choice for the role...and as a cinematic production, "The Song of Songs" is technically a nearly perfect exhibition. Miss Dietrich has never appeared more alluring. - Brooklyn

Daily Eagle

Enormously interesting. . . . Miss Dietrich becomes the embodiment of that pure passion which sings in "The Song of Solomon"...(She) is superbly suited to the changing tones of innocent and sensuous beauty. - N. Y. Times

The star...provides what seems to me the most attractive portrayal she has offered since her early days in the American cinema... she is genuinely fine.—N. Y. Herald-Tribune

Enchanting picture play...another hit picture for Paramount...one of the outstanding films of the present season. -N. Y. Daily News

This film (is) probably the greatest of her scintillating Hollywood career . . . She dominates the screen . . . so

LACONIC BILL

William J. Clark, that doughty leader of the Blue Ribboneers of Australia and kindred territories, joined the merry ranks of the Benedicts on Saturday, July 22nd, and all that his family in New Jersey were told about it was a three-word cablegram "Married, on Honeymoon.

Nothing about the name of the bride, where the honeymoon was being spent, or any of the other vital details so necessary for the information of parents, co-workers and others.

Our congratulations, anyhow, to Mr. and Mrs. William J. Clark. Australia is one grand place to be happy in.

startlingly beautiful and so alive that when she is absent, the spectators suf-fer a sense of loss.—N. Y. Evening Journal

Miss Dietrich carries the picture quite alone. Beautifully photographed, fetchingly gowned, she outgishes Gish as the simple country girl and out-Dietriches herself as the embittered sinner.—N. Y. Daily Mirror

IA, JUNGLE LAND, HAILS "KING OF THE JUNGLE"

One picture that Charles B. Ballance is going to hold partly responsible for the success of his Indian organization's splendid 1933 record is Paramount's grand animal-opus, "King of the Jungle." Recently Charles cabled as fol-

"'King of the Jungle' has excellent reception both Calcutta and Bombay.' Since then the film has had further successful release in other important



KNOWN TO THE FOUR CORNERS OF THE EARTH

Paramount history is inextricably linked with New York's Criterion Theatre. Here is that famous house, by night, reflecting some of the glitter and sparkle of Marlene Dietrich's "The Song of Songs." The centre panel is mounted like a frame, which rings a gallery picture of surpassing beauty.

CANTARES'

"La mejor caraterización y la película más emocionante que Marlene Dietrich ha interpretado hasta la fecha", es la opinión de Arthur L. Pratchett, expresada por el veterano paramountista de Cuba, al salir del Teatre Criterion, de Nueva York, donde en la actualidad se exhibe, con inmenso éxito, pese a la temperatura canicular, la bella película "El Cantar de los Cantares".

JAPAN'S NEAT TRIBUTE TO HOME OFFICE **SECRETARIES**

In our initial issue we carried an article the purpose of which was the identifying of the Home Office girls whose initials travel to the ends of the This article hit one of the thousands of sympathetically tender spots in Tom D. Cochrane's heart, so he sent all of the way from Japan, in an envelope addressed simply: "Paramount Initial Girls, Paramount International Corporation, New York City," the following poetic tribute: Dear Initial Girls:

That was a nice tribute the Paramount International News paid to you young ladies in the July 1st issue.

Just want to caution you to prepare, very carefully, for the photographs which are to follow. Don't go running any ringers in on us - for we cer-

Some of you I know. Some, I do not — yet, undoubtedly, all of you have been obliged to write letters to most of us.

Now, listen to me! Once in a while, after the main guys have signed their letters, just you slap on a "P.S." in writing, so we can read your charac-

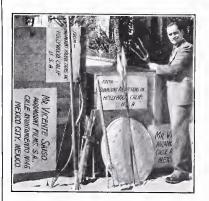
ters from your writing, instead of from your typewritten initials.

Of course, if any of you are afraid of that test, just never mind — but please remember that we of the Orient know a lotta things you don't know.

Bless all of you,

Sincerely. T. D. COCHRANE

PRATCHETT ENTUSIASMADO MEXICO GETS "SIGN OF THE CON "EL CANTAR DE LOS DEODEDTIES **CROSS" PROPERTIES**



Because of the terrific success fore-cast for "The Sign of the Cross" in Mexico, Manager Vicente Saiso neg-lected no opportunity to cash in on the exploitable features of the picture, and accordingly requested from the Studio as many of the original properties used in the Cecil B. De Mille picture as were still available.

The scene above gives a slight indication of what he received. In addition, an affidavit attesting to the authenticity of the properties, in Spanish, and signed by De Mille and Fredric March, were sent across the Rio Grande for their publicity worth.

This is all in line with the sincere offer of cooperation made to all Paranount organizations throughout the world in our July 1st issue.

The Loyal Family of Paramount

BLUE RIBBON BUNCH OF AUSTRALIA, NEW ZEALAND AND FAR EAST STILL A BUNCH OF FIGHTERS

By John E. Kennebeck

Paramount Week, celebrated in Australia. New Zealand and the Far East, during the first week of September every year has become an event of national importance in those countries. This year the week will be held September 2-9 and already the boys in the field under the direction of William J. Clark, Managing Director and William Hnrworth, General Sales Manager, have snapped into action on a concentrated sales drive for extra play-dates and increased revenue.

Special quotas have been set for Paramount Week and the remaining weeks of the month of September. All District and Branch Managers, and Salesmen have pledged the Head Office executives their 100 per cent co-operation to beat all previous records.

The slogan "Over the Top in September' has been framed for the drive. Bert Kelly, Brauch Manager at Melbourne was the first one to show action with a batch of special contracts signed up in May. Since then the boys have maintained a sinto Head Office.

Special press sheets have been compiled and mailed to all exhibitors and once again the Paramount Week Exploitation Campaign.

From all present indications this forth-

ploitation campaign.
From all present indications this forth coming 12th Annual Paramount Week looks like being the biggest on record.

"The Sign of the Cross" is still setting records toppling in Australia and New Zealand and the Far East.

PERSONALITIES

District Manager Fred Gawlor is at present in Brisbane on an extended business tour of his territory.

Bob White, Exploitation Manager is back again in Head Office following his tour with the "Sign of the Cross" char-

Frank Kennebeck, Publicity Manager of Paramount's Capitol Theatre, Melbourne, recently underwent an appendicitis oper-ation and is at present well on the road

JEROME P. SUSSMAN **HEADS SOUTH**

Wednesday, July 26, saw the departure for Mexico of Jerome P. Sussman. lately returned to Home Office after an intensive business visit of a year's duration to South Africa. Jerry, in his post of special representative of Paramount International Corporation, will be met at Vera Cruz by Manager Vicente Saiso, Piquer, in charge of the republic.

A. L. PRATCHETT VISITS NEW YORK



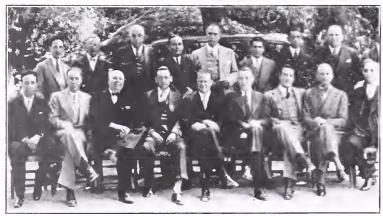
That genial scion of Cuba, Arthur L. Pratchett, than whom there is no finer film representative in all of the Island Republic, is in New York on a visit mingling Paramount business and Pratchett private affairs.

The head of Paramount's activities on the Isle of Sucre and Rumbas was followed to the Crossroads of the World by a batch of newspapers and magazines picturing the spectacular 'bon voyage' luncheon tendered him by film men and personalities in the public eye at the Park View Hotel, Havana, prior to his departure.

LUIGI LURASCHI AP-POINTED STUDIO REP.

An early July appointment in the ranks of Paramount International Corporation which comes as the just reward of sterling work, was the installation of Luigi Luraschi as the corporation's representative in the Hollywood Studio. Luraschi, who has been for four years assistant to Albert Deane, will thus manage all foreign organization contacts, handle the intri-cate task of being host to important visitors, and direct the steady flow of all material, publicity and otherwise, which we are wont to call on the stu-

Mexican territory, and will spend several months with Saiso in an intensive study of film conditions in the entire



MEXICAN HOSPITALITY. During the stay of George Weltner, assistant manager of Paramount International Corporation, in Mexico, he was entertained at a banquet attended by the foremost exhibitors of the Republic. He is in the exact center of the front row, and at his left is Vicente Saiso, Paramount manager for the territory.

NOTAS DE IMPORTANCIA

Mr. John W. Hicks, Jr., vice-presidente da Paramount International Corporation, e Mr. Eugene J. Zukor, representante especial da nossa organização, partiram a 20 de Julho, pelo "Majestic", afim de fazer us estudo das actividades da Paramount no Europa. Os viajantes permanecerão uns dois meses no velho continente e visitarão os principaes paises, a começar pela Inglaterra.

A nova de Marlene Dietrich, "O Cantico dos Cantocos", foi esplendidamente recebida em sua estreia, em Nova York, a 19 de Julho. Uma escolhida audiencia bateu palmas á luxuosa producção, e a imprensa teceu-lhe os mais justos elogios. Na nossa secção competente, damos em inglês um resumo dessas entusiasticas apreciações da imprensa neuvorkina.

Temos recebido de todos os paises os mais encorajadores encomios pela reaparição do Paramount International News. Com os nossos agradecimentos a todos quantos nos enviaram felicitações, insistimos em que dos nossos territorios nos enviem todo o material de colaboração possivel, pois é nosso escôpo dar publicidade aos feitos de cada um.

Mr. E. E. Shauer, vice-presidente da Paramount International Corp., parti numa viagem de recreio no "Aqui-tania", daqui saído a 4 de Julho. Mr. Shauer estenderá a sua viagem ás ilhas Bermudas e Nova Escossia.

Dorothy Wieck, estrêla da Para-Mount muito famosa, aparecerá em seu primeiro filme "Cradle Song" seu primeiro filme "Cradle Song" (Canção do Berço), cujo argumento foi extraído da peça de G. Martinez-Sierra, Internacionalmente conhecida. Um esplendido elenco colabora com a estrêla alemã nesta linda peça.

de ano para comemoração da "Semana le ano para comemoração da "Semana Paramount" continua em franca aceitação. Inciado na America em 1919, foi adoptado esse costume na Ausralia, por Mr. John W. Hicks, que ali instituiu a Semana Paramount em Setembro de 1921. O Panamá celebra este ano a semana em Settembro e pretende fazer desse feito um grande acontecition depuis 1919. L'Australie a adopté la première semaine de septembre comme semaine Paramount sans désem-

Uma das fitas Paramount que representará um espectaculo grandioso da qual muito podeis esperar é "Fifty Years from Now" (Daqui a 50 Anos), que será uma producção, de muitas surpresas e que a todos ha de agradar.

A versão francesa do novo filme de Maurice Chevalier, "The Way to Love" (Lições de Amor), está quasi pronta. E' uma producção feita a capricho e que ha de ter estupenda aceitação por todo o mundo. Jacqueline Francell, actriz que já colheu fartos triunfos em filmes franceses de grande popularidade, será a linda "leadinglady" do festejado actor que tanto apreciamos.

Visita-nos actualmente o nosso gerente territorial de Cuba, sr. Arthur L. Pratchett, um dos noccos mais activos representante nos paises de lingua cas-

Temos muitos prazer em dar á estampa, neste numero, uma ilustração (continued on Page 8)

A PARAMOUNT E AS SUAS NOUVELLES PARAMOUNT D'UNE IMPORTANCE CONSIDÉRABLE

John W. Hicks, Jr., vice-président de la Paramount International Corporation, et Eugene J. Zukor, représentant spécial de la même organisation, se sont embarqués à New York sur le "Majestic", le 20 juillet dernier, pour faire une complète tournée d'inspection des activités Paramount en Europe. Ils pensent qu'ils seront absents pendant deux mois et passeront par tous les pays importants, y compris les lles Britanniques.

Le dernier film de Marlene Dietrich, 'The Song of Songs", a connu un succès exceptionnel à sa première representation au Criterium Theatre, à New York, le 19 juillet. Un brillant auditoire de célébrités a bruyamment applaudi le film, et les comptes-rendus de la presse ne lui ont pas épargné les louanges. On trouvera sur une autre page un résumé, en Anglais, de ces appréciations, et nous ne doutons pas que vous trouverez moyen de les faire traduire en français.

De toutes les parties du monde nous recevons de joyeux messages de félici-tations pour le retour du "Paramount International News." Cependant, l'encouragement que nous écouterons le plus attentivement sera celui qui prendra la forme d'une coopération pratique: une contribution à nos colonnes.

M. E. E. Shauer, vice-président de la Paramount International Corporation, a renouvelé une agréable connaissance avec l'Océan Atlantique quand il s'est embarqué le 4 juillet sur son bateau favori, l' "Aquitania", pour une croisère qui l'a amené aux Bermudes et en Nouvelle-Ecosse.

Le premier film Paramount de Dorothea Dieck sera "Cradle Song", d'après la pièce internationalement célèbre de J. Martinez-Sierra. On a adjoint à la fameuse et talentueuse artiste cinématographique continentale des interprétateurs de tout premier ordre.

La coutume de célébrer une Semaine Paramount chaque année est une coutume qui va toujours grandissante. L'Amérique l'a célébrée sans interrupion depuis 1919. L'Australie a adopté la première semaine de septembre omme semaine Paramount sans désemparer depuis que John W. Hicks en a inauguré l'idée en 1921. Panama célèbre la "saison" à la même époque cette année, et a décidé d'en maintenir régulièrement la coutume. Nous vous avertissons en toute sincérité que cette 'saison" deviendra une célébration internationale pour le mois de septembre

Un merveilleux film Paramount dont vous pouvez déjà commencer à parler dès maintenant, c'est "Fifty Years From Now", que Paramount promet d'être une des plus ètonnantes créations cinématographiques de ces trentes dernières années.

La version française du dernier film de Maurice Chevalier est déjà presque terminée, c'est "The Way to Love". Ce film promet d'être un favori dans bien d'autre pays que ceux de langue française. Jacqueline Francell, qui a obtenu un si beau succès dans plusieurs productions françaises tournées Paris, remplit avec charme le principal

(continued on Page 8)

Is Ringed Around the Globe =

SOBRESALIENTE INTERÉS

Los señores John W. Hicks, Jnr., vice presidente de la Paramount International Corporation, y Eugene J. Zukor, representante especial de-la misma, salieron de Nueva York el 20 de julio en el Majestic. Llevan el propósito de inspeccionar las actividades europeas de la Paramount Durante su viaje, que durará por lo menos dos meses, visitarán los principales países del Continente y también la Gran Bre-

El 19 de julio llevóse a cabo con extraordinario éxito la primera exhi-bición de "El Cantar de los Cantares", nueva película de Marlene Dietrich, en el Criterion de Nueva York. La brillante concurrencia, en la cual abundaban personas de gran figuración, aplaudió calurosamente la obra que, por otra parte, he merecido comentarios elogiosísimos a la crítica. En otra página damos un resumen de ellos, que ustedes se preocuparán sin duda por hacer traducir.

De todos los países llegan a nuestras mesa de redacción felicitaciones y alabanzas por la aparición de PARA-MOUNT INTERNATIONAL NEWS. Al manifestar nuestro agradecimiento por ello, recordamos que antes que nada nos complacerá recibir colaboraciones.

El señor E. E. Shauer, vicepresidente de la Paramount International Corporation, dió nueva muestra de la afición que de antiguo siente por el Altántico al embarcarse el 4 de julio en el Aquitania, su buque favorito, para efectuar un viaie de recreo con escalas en las Bermudas y Nueva Escocia.

La primera película de Dorothea Wieck para la Paramount será "Can-ción de Cuna", versión cinematográfica de la famosa obra de G. Martinez Sierra. Acompañará a la exquisita estrella europea un reparto de excep-

cional mérito.

La costumbre de celebrar todos los años la Semana Paramount promete extenderse cada vez más. En los Estados Unidos quedó establecida desde 1919. Australia, por iniciativa del señor John W. Hicks, la adoptó desde 1921 y ha venido celebrándola en la primera semana de septiembre desde entonces. Panamá la celebrará en igual época este año y no descuidará hacer lo mismo en los siguientes. No duden ustedes que, para septiembre de 1934, no habrá país del mundo donde no se celebre la Semana Paramount.

Una maravillosa producción Paramount de la cual se puede empezar a hablar desde ahora es "Dentro de cincuenta años" ("Fifty Years From Now"), que será, según lo promete la Paramount, la más extraordinaria y sorprendente de los últimos treinta

Pronto quedará terminada la versión francesa del nuevo film de Maurice Chevalier "El modo de amar" "The Way To Love"). Es seguro que agrade mucho no sólo a los públicos de habla francesa sino a todos los demás. A juzgar por las primeras pruebas que hemos visto de esta producción, Jacqueline Francell, aplaudidísima en varias producciones francesas filmadas en París, aparece en ésta como insu-

(continued on Page 8)

NOTICIAS PARAMOUNT DE | DIE NEUESTEN PARA-MOUNT NACHRICHTEN

John W. Hicks Jr., Vizepräsident, und Eugene J. Zukor, Sondervertreter der Paramount International Corporation, traten am 20. Juli mit der S. S. "Majestic" ihre europäische Inspek-tionsreise an, welche ca. zwei Monate dauern wird, und zwar werden sie allen Filialen des Balkans und Gross-Britanniens einen Besuch abstatten.

Am 19. Juli fand im Criterion The-York City. die Uraufführung des Marlene Dietrich Films "Lied der Lieder" statt, welche von dem erlesenen Premierenpublikum stürmisch aufgenomen wurde. Auch die Presse stand völlig im Bann der pikanten deutschen Künstlerin. Einen Auszug der englischen Kritiken, welchen man Ihnen sicherlich umersetzen wird, bringen wir in einem anderen Teil dieser Ausgabe.

Aus allen Erdteilen laufen anerkenndende Schreiben ein, in denen die Wiederaufnahme unseres Nachrichten dienstes belobt wird. Die grösste Anerkennung, welche man uns zollen kann, ist und bleibt aber für uns diejenige, welche in Form von Beiträgen für unser Hausorgan einläuft. Der 'grosse Teich' hat es Herrn

E. E. Shauer, vizepräsidenten der Paramount International Corporation, nun einmal angetan, daran lässt sich nicht rütteln. Mr. Shauer schloss mit dem Atlantic erneute freundschaft, als er sich am 4. Juli auf der S. S. Aquitania" einschiffte für eine längere Erholungsreise nach Bermuda und Nova

"Wiegenlied", nach dem Sujet von Martinez-Sierra, heisst Dorothea Wieck's erster amerikanischer Film für Paramount. Momentan wird eine blendende Besetzung für die neueste Hollywood Importierung gewahlt.

Die Sitte, in jedem Jahre eine Paramount Woche zu veranstalten, findet immer grösseren Anklang. In Amerika gibt es schon seit 1919 eine Paramount Woche. John W. Hicks Jr. führte sie im Jahre 1921 in Australien ein, und seitdem gehört die erste Woche im September der Paramount. In diesem Jahre folgt Panama dem Beispiel und wir hoffen, dass in 1934 eine internationale Bewegung den Saison Beginn -September — zur Paramount Woche wählt.

"Fifty Years From Now" verspricht einer der hervorragendsten Filme zu werden, welcher je über die Leinwand gerollt ist. Es ist natürlich ein Paramount Film und Sie tun recht daran, schon zeitig mit der Ankündigung dieses Reissers zu beginnen.

Die französische Fassung des neuen Maurice Chevalier Schlagers "Wege der Liebe" schreitet ihrer Vollendung entgegen. Dieser Film wird auch im übrigen Ausland grosse Begeisterung auslösen. Nach einigen Szenen dieses Filmes welche uns zu Augen kamen, zu schliessen, gibt Jacqueline Francell, welche dem europäischen Filmpublikum nicht fremd ist, eine entzückende Partnerin ab.

Ein höchst willkommener Gast der New Yorker Zentrale ist Arthur L. Pratchett, der Leiter der cubanischen Paramount Filiale. Er wird sich hier ein paar Wochen aufhalten.

Um die Paramountler der ganzen

(continued on Page 8)

J. C. GRAHAM SHINES AS WIT AND RACONTEUR

All of the British film trade papers, without exception, hailed J. Graham, managing director of Paramount's activities in Great Britain and Ireland, as one of the outstanding wits, raconteurs and banquet speakers. The occasion was the very important film convention which wound up with the Cinematographic Exhibitors' Alliance at Glasgow, Scotland. We have read all of the reports, and we assure you that it did our hearts good to see the way that the customarily conservative British journalists splashed the 'wittys', 'sparklings' and 'breczys' around when speaking of J. C.'s eharming extemporaneousness.

LONDON'S "BEDTIME STORY" HEARD BY **EVERYONE**

Due to the keen exploitation sense enjoyed by John Armstrong and R. Gittoes-Davies, London Paramounteers, the entire British Isles were told about Maurice Chevalier's "A Bedtime Story" in unparalleled fashion.

An unique tie-up was effected with the Cow and Gate Company, which specializes in baby food products, whereby a signed photograph of Baby LeRoy was secured from Hollywood, along with permission for the photograph to be used in a dignified English advertisement. The baby food company took the entire front page of the London "Daily Mail," which happens to enjoy the world's largest circulation for daily newspapers, and in this space they drew attention to a spe-Baby LeRoy advertisement which occupied a large space on an inside page.

Due to rapid transportation fa-cilities, the "Daily Mail" is eirculated every morning into every part of England, Scotland, Ireland and Wales, so that at the one time everybody in the British Isles was reading of Mauriee Chevalier's Para-mount picture, "A Bedtime Story."

This super-effective exploitation stunt, commenced by Armstrong in connection with the season of picture at the Carlton Theatre, London, is now being earried forward with vigorous impetus by Gittoes-Davies. So that not only is it a grand stunt within itself, but it is also a perfect example co-operation within the ranks of exploiteers.

NEXT MONTH, "ALICE IN WONDERLAND" ISSUE

Because there happily exists the unhakable feeling that in "Alice In Wonderland" Paramount is going to have the most valuable film property in more than five years, we plan to give you in next month's issue a complete illustrated story of what Paramount has already done in connection with this picture, what still remains to be done, and in addition, some of the plans that Paramount has for putting this marvelous picture over in all parts of the world.



J. C. GRAHAM

INDIA PAYS TRIBUTE TO PARA-MOUNT'S PRODUCTION DEPARTMENT

Right after getting his copy of the 1933-34 announcement book by fast mail, Charles B. Ballance tacked the following comment onto his regular weekend radio to New York:

Paramount program next season has finest aggregation of international stars and international star directors in history of film industry. Can underwrite one hundred percent renewals all contracts India, Ceylon, Burma."

BORIS MORROS HAS HAD COLORFUL CAREER

Boris Morros is managing director of Paramount's grand Paramount Theatre at the Crossroads of the World, and although many of you have never met him you can be sure that he'll give you a royal welcome when you come to New York.

He has had a truly fascinating career, commencing actually at the Royal Court of Russia, a career which has brought him into the closest contact with the world's outstanding musical figures. cently learned much more about his life from a columnist's history in the New York Journal, wherein Louis Sobol, with the facility for condensation which is the high art of tabloid journalism, packed into a stout column enough highlights from one man's life to constitute material for a dozen novels.

It started off with "Believe it or

not, I once played fiddle for the Czar," but its most endearing para-Czar. graph is a truly sentimental and very endearing reference to "the great chance" which Mr. Zukor gave to the jovial guy, with a hundred thousand friends, who "once played fiddle for the Czar."

OMITTED, BY RUSH

Last minute changes to include the page of standings resulted in an entire page being held over for next month. This page included tributes to France and Italy in connection with "Sign of the Cross" and many other items of in-terest. You'll read them next issue.

HIGHSPOTS OF A GREAT PARAMOUNT EFFORT—THE 1933 CONTEST

It's in the air! and it's right around the globe! that same zest in achievement—that same insatiable desire for figures in the 1933 Contest which will tell who has the lead, and how far each of the others has to go in order to gain that coveted top spot.... Well, we're not telling you this issue: there's no wish dearer to our hearts that we'd like to accede to than this—but Fate has willed otherwise.

But we can make a promise—a definite 'cross-our-hearts promise—to tell you the Standings on October 1st, when they will be as of September First throughout the world. Everything will then have been reckoned, the Contest will have gained magnificent impetus, the grand old friendly rivalries will have begun to function with expert precision, and in short we will have completely recaptured that magnificent spirit which meant so much to Paramount's world progress in the years of not so long ago.

We can tell you without betraying any confidence that a large majority of the territories have already rolled up sterling efforts.... The current leader on our books is one of the doughtiest defenders of a territorial record, who has previously gone on record with several dire prophecies concerning any other territorial leader who thinks that he has the remotest chance of getting the lead away from him.... In the meantime, then, we can only figure on the things that are going to happen before our issue of October 1st.... Ah, but what a time we'll have then! What a grand time, indeed!

PARAMOUNT PRODUCTION **JOTTINGS**

(NOTE: This column should be translated for your local house organ, or in the absence of that, mimeograph copies should be made for staff distribution)

Charles Laughton will play the role of Humpty-Dumpty in "Alice In Won-It is his favorite role... derland." Bing Crosby and Harry Langdon will each make six two-reel comedies for Paramount 1933-34 release....Cecil B. De Mille's third Paramount picture in the new season group will be "Cleopatra." Claudette Colbert, who sirened so magnificently in "The Sign of the will have the title role. And Cross, how she is going to make the men dance! Paramount is bringing Matsui, the master of ceremonies in the Japanese version of "Paramount on Parade", all the way from Japan for one of the leading roles in "Cap'n Jericho," by the author of "I Cover Jericho," by the author of "I Cover the Waterfront." ... Mae West has completed filming of "I'm No Angel." It is said to outglitter "She Done Him Wrong" "Lives of a Bengal Laneer" will definitely be made this year. Gary Cooper, Cary Grant and Sir Guy Standing will have leading roles ... Claudette Colbert and Ricardo Cortez have the leads in "Torch Singer" — the "'Sarah and Son' of the Radio World" At least twelve of Paramount's new season group of pictures will be definitely musical ... Charles R. Rogers is making for Paramount release an adaptation of a Continentally successful picture, "Eight Girls In A Boat". A surprise star will play the lead "Chrysalis," picturization of a famous stage play, will have a four-starred cast. Fredric March, Miriam Hopkins, George Raft and Frances Fuller will rank above the title....Cecil B. De Mille's next picture will be "Four Frightened People." It is hased on one of the novelty stories of the century and will be done in that glittering De Mille fashion.... Baby LeRoy, under long term contract to Paramount, will be in "Tillie and Gus" and at least three other pictures in the new program.... Never lose sight of







Maurice Chevalier

the fact that there are three Marlene Dietrich pictures in this program, one directed by Rouben Mamoulian and two by Josef von Sternberg. Dorothea first Paramount picture will be "Cradle Song," from the interna-tionally famous Martinez Sierra play. A truly fine supporting cast is being assembled.... Cecil B. De Mille's new "This Day and Age," picture, completed, will be 'The Surprise Picture of the Year'.... Another famous role for Baby LeRoy will be in "Cap'n Jericho," which title by the way is a tentative one.... Ida Lupino, Paramount's newest star, and the youngest performing member of the 250 year discoveries made in recent years.

LEARNING FROM AN EXPERT TEACHER



RICHARD BLUMENTHAL

Miriam Honkins. Fredric March and Gary Cooper are taking French lessons, these days.

They have to learn the language of Maurice Chevalier for their roles in "Design For Living", Paramount's film adaptation of Noel Coward's play

Their teacher is Richard Blumenthal, technical adviser on Parisian manners for "The Way To Love", Chevalier's current production, as well as "Design for Living".

Ernst Lubitsch is directing "Design for Living", which was adapted by Ben Hecht.

CLOSELY EXAMINE THE TEXTURE OF PARAMOUNT'S NEW SEASON PICTURES

Without any vigorous attempt at hullabaloo or ballyhoo, we calmly call your attention to the attractive qualities of the pictures scheduled to be made by Paramount for the 1933-34 Season.

Note how the horror film has passed beyond the pale; note, too, how well has been heeded the plea from all corners of the globe that we put a little nore happiness, good cheer and ronance in our films.

Of course you will notice - perhaps nuch less calmly than these lines indicate - that music has come into its own again, for we have in this coming season a greater preponderance of musical pictures than at any time since the advent of sound to the screen.

We sincerely think that, by and

large, that it is the finest and most practical program of product that has ever been announced to bear the good old Paramount Trade Mark.

old stage family bearing the Lupino name, will have left England and arrived in Hollywood by the time these ines appear. We believe that she is one of the most truly important film

LOYALTY

From "Paramount Punch," Sydney, Australia, June 7

Never before, in the history of Paramount, has the company had a better right to demand a greater and more successful effort from every individual in its employ. Paramount above all others in this indusrty, has always stood for opportunity and fair treatment for every individual in its ranks. Now is the time for every employee to make his or her loyalty and effort a definite tangible thing, which, by its fice executives that theirs has been will lead the way out. the right policy.

Our task to-day, regardless of our position, assumes the nature of a sacred obligation. No duty, how-ever trivial, is to be shirked or glossed over.

An intensive effort must permeate our entire organization if ours is to be a job well done. Our loyalty to-day must not be a passive thing, but should be a vital stimulating force that will carry this company to the road that leads to permanent prosperity for Paramount and every individual in it.

Paramount has always led the procession; the road is rougher, the climb is tougher, but we have a background and a tradition that

-William J. Clark

JAPAN'S ATTITUDE TOWARDS THE REQUEST FOR CONTRIBUTIONS

I'om D. Cochrane, advise that they are all mighty happy to see Paramount International News back on the international newsstands. But they have an odd slant on the business of contributions that we do not subscribe to, much as we appreciate their innate modesty. Excerpts from the letter state:

"We heartily welcome Paramount International News, which puts us in reading contact with the rest of the Foreign Legion and makes us all know that we are brothers again. This has always been the human side of our or-

"We will have to, however, take issue with you on the idea of 'local contributions,' because they would be, more or less, based upon achievement and perhaps vanity. Seems to me that the News should paint the Foreign Legion as the New York office sees us.

"For instance - suppose we did something of great importance, would you expect us to shout about it? Don't you think we, in the field, would get a greater kick out of recognition from New York rather than to read our own town words of 'greatness'?

Of course there's a certain amount of truth in the last paragraph; but after all we have to get the news, and hose sending the news have to depend upon us giving it the dressing. All we want is to hear about the items, and

The Japanese Paramounteers, speak-particularly about the people directly ing through their ever-genial leader, concerned with them. In this way concerned with them. In this way we'll hear about individuals connected with the achievement, which of course will be more personal than the necessarily cold, impersonal record of the matter sent for the organization's executives. Our aim is to give as much recognition possible to as many Paramounteers as possible. Savvy?

136 YEARS OF PARAMOUNT DISTRIBUTION IN CUBA

The "Cubiches" from our Havana Office are claiming the Paramount Foreign Service record with an average of nine years per employee in the distribution of Paramount Pictures.

Individual length of service is as follows:

101101101		
A. L. PRATCHETT, Mgr	16	Years
FRANCISCO MARIN, Sales Clerk	14	4.4
MARIA ROSADO, Film Inspector	13	4.4
JUANA ROSADO Film Inspector	12	4.4
MILAGROS QUIEPOS, Booker	12	4.4
FELIPE PANTOJA, Publicity .	12	4.6
A. G. MORA, Cashier	11	6.6
"GORDITO" MORERA, Office		
Asst	9	4 4
CARMEN TRINIDAD, Film		
Inspector	8	6.6
CARIDAD PULIDO, Film		
Inspector	- 8	6.6
JOSE SOBRADO, Porter	- 6	4.6
JOAUINA MARIN, Typist	5	4.6
JOAQUINA MARIN, Typist	ō	• •
ADOLFINA NETHOL, Ass't.		
Cashier	3	4.4
FRANCES MOREY, Secretary .	3	4 6
1	136	Years

HAIL TO THE HOUSE ORGANS! LONG MAY THEY SOUND THE FINEST CHORDS OF PARAMOUNT ACHIEVEMENT









Here they are, regardless of issue - four pulsing symbols of those priceless qualities which have placed the Paramount organization ahead of any and every other film organization in the world and throughout the world. Look where they come from: "Los Gauchos" from Argentina, "Paramount" from Italy, "El Matador" from Spain, and "Paramount Punch" from Australia.

It would truly be an inspiration and a liberal education if we could reprint in every language in Paramount International News, the enlivening and throbbing contents of each of these house organs. ever, pay sincere tribute to the division leaders who inspire them, the able editors who edit them, and the personnel of each and every organization who make their appearance possible.

NYHETERNA FRAN **PARAMOUNT**

John W. Hicks Jr, vice-direktören för Paramounts Internationella Corporation och Eugune J. Zukor, samma organisations speciella representant, avreste från New York med S/S Majestic den 20 juli för att inpsektera Paramounts göranden och låtanden i Europa. De skola vara borta för åtminstone två månader och komma att besöka England och de viktigaste lån-

derna på Kontinenten.

Marlene Dietrichs senaste film, "The Song of Songs", hade en ovanligt storartad premiär på Criterion biografen York den 19 juli. En publik, av vilka stora flertalet voro välkända, hälsade filmen med stormande applåder. Och kritiken har sjungit lovord över den. Ett sammandrag av rescentionerna finnes på en annan sida på engelska och utan tvivel kommer Ni att på något sätt få dem översatta.

Från alla världens länder kommer budskap, som hålsa "Paramounts Internationella Nyheter" välkommen. Trots detta, de budskap till vilket vi lyssna med allra största uppmärksamhet, äro de som komma i form av praktiska meddelanden för dessa rader.

Mr. E. E. Shauer, vice-direktören för Paramounts Internationella Corporation, lämade den 4 juli med sin gamla favorit båt S/S Aquitania för en nöjesresa, som tog honom både till Bermuda och Nova Scotia.

Dorothea Wiecks första film för Paramount kommer att bli "The Cradle Song", J. Martinez-Sierras välkända pjäs. Hennes medspelare komma att bli de allra bästa inom filmen.

Den gamla seden att fira en Paramount vecka varje år, är en sak, som blir mera populär för varje år. Amerika har firat den årligen sedan 1919. Australien har firat första veckan i september som Paramount vecka ända sedan John W. Hicks kom på iden 1921. Panama firar också säsongen på samma tid som förra året och kommer att fira den årligen. Vi varnar Er nu, att säsongen kommer att firas i alla länder i september 1934.

En underbar Paramount film, Ni kan börja tala om ögonblickligen, är "Fifty Years From Now", som Paramount lovar kommer att bli en av de mest storartade filmskapelserna på de

sista 30 åren.

Maurice Chevaliers senaste film, "The Way to Love", filmas nu på franska och är nästan färdig. Utan tvivel kommer denna film att bli oerhört populär i många länder. Aven var franska inte talas. Jacqueline Francell, som har gjort stor success i flera franska filmer inspelade i Paris, gör en charmerande hjältinneroll, om vi skall döma efter vad vi sett av filmen än så länge.

Chefen för Paramounts uthyrningsbyrå i Cuba, Arthur L. Pratchett, är just nu på besök i New York, vilket vi

äro glada att konstantera.

Vi äro mycket invriga att framvisa så många Paramount tidningar som möjligt. Denna vecka visar vi tidskrifterna från Australien, Argentina, Spanien och Italien. Ni vet vems tur det är nästa gång.

William J. Clark, chefen för Paramounts uthyrningsbyrå i Australien med omgivning, gifte sig den 22 juli. I sin iver att telegrafera nyheten till New York, glömde han att nämna namnet på den lyckliga unga damen. (continued on Column 4)

DE ALLRA VIKTIGASTE | NIEUWSBERICHTEN VAN | caties in Australie, Argentinie, Spanje | Trots detta har vi framfört hjärtliga PARAMOUNT VAN BUITEN-GEWOON BELANG

John W. Hicks, Jr., Vice President der Paramount International Corporation, en Eugene J. Zukor, speciaal vertegenwoordiger dier organisatie, ver-trokken 20 Juli jl., per SS. Majestic uit New York op een volledige inspectiereis in Europa. Men verwacht dat beide heeren ongeveer twee maanden afwezig zullen zijn en alle groote Europeesche landen zullen bezoeken.

De premiere van Marlene Deitrich's jongste film, 'The Song of Songs' op 19 Juli jl. in het Criterion theatre, te New York, was een buitengewone succesavond. De vele beroemdheden, die dezen gala avond bijwoonden, applaudisseerden de film op ondubbelzinnige wijze en de pers was unaniem in haar bijvalsbetuigingen. Elders in deze editie vindt U uittreksels der verschillende recensies in de Engelsche taal, welke U ongetwijfeld vertaald kunt krijgen.

Uit alle werelddeelen komen bij ons woorden van lof binnen over de wederuitgifte van dit blad, thans 'Paramount International News' genaamd. De blijken van instemming, die wij evenwel het liefst ontvangen, zijn de practische wenken en bijdragen voor de redactie.

De Heer E. E. Shauer, Vice President der Paramount International Corporation hernieuwde zijn kennismaking met den Atlantischen Oceaan, toen hij zich + Juli jl. per SS. Aquitania op een korte rondreis begaf naar Bermuda en Nova Scotia.

Dorothea Wieck's eerste Paramount film is 'Cradle Song', (Wiegelied) naar het internationaal bekende tooneelstuk van J. Martinez-Sierra. De Duitsche filmster wordt in de bijrollen bijgestaan door een reeks artiesten

De gewoonte om elk jaar een 'Paramount week' te vieren begint alom ingang te vinden. In Amerika heeft men die week elk jaar gevierd sedert 1919. Australie heeft de eerste week van September vastgesteld als 'Paramount Week', sinds de Heer John W. Hicks ermee begon in 1921. Panama zal in 't vervolg dezelfde week voor dit doel besteminen en wij gelooven, dat 'Paramount week' overal gevierd zal worden in de eerste week van September in en na 1934.

Een der bizondere Paramount films, waarover U alvast kunt beginnen té praten is welzeker "Fifty Years From Now', welke volgens de productie afdeeling een der merkwaardigste en boeiendste films der laatste 30 jaar belooft te worden.

De Fransche editie van Maurice Chevalier's nieuwste film: The Way To Love, is bijna voltooid. Deze editie zal zeker een gunstig onthaal vinden in vele niet-Fransche landen.

Jacqueline Francell, die zich zoo bemind heeft weten te maken in een aantal in Parijs vervaardigde films, is uiterst charmant in de vrouwelijke hoofdrol, als we mogen gelooven, wat de proefopnamen ons zeggen.

Gedurende de laatste twee weken vertoeft de Heer Arthur L. Pratchett, belast met de Paramount distributie in Cuba, op het hoofdkantoor, in New York.

Wij willen graag zooveel mogelijk plaatselijke organen in dit blad afbeelden en in deze editie vindt U reproducties van de Paramount publi-

en Italie, Nu weet U, waar we op wachten.

William J. Clark, belast met de distributie in Australie en omliggende landen, is 22 Juli getrouwd. Hij scheen zooveel haast te hebben om het heuglijke nieuws telegrafisch aan het hoofdkantoor te vermelden, dat de naam zijner ega achterwege bleef. Niettemin hebben wij hem namens Paramount's International Legioen geluk gewenscht.

Paramount's studio, in Hollywood, is thans een en al bedrijvigheid. Nooit tevoren zijn er zooveel schlagers tegelijk in productie geweest. Alles wijst onomstootelijk op een reeks kolossale films, alle voorzien van het handelsmerk hetwelk wij voortdurend moeten gebruiken en verspreiden: het Paramount Handelsmerk.

DIE NEUESTEN PARA-**MOUNT NACHRICHTEN**

(continued from Page 5)

Welt den einzelnen Hausorganen einer jeden Filiale bekannt zu machen, werden wir von jetzt ab die diversen Ausgaben in unserem Magazin zum Abdruck bringen. In diesem Monat sind Australien, Argentinen, Spanien and Italien an der Reihe. Die Nächsten, bitte!

William J. Clark, Leiter des australischen Paramount Verleihs, hatte es so eilig, seinen entscheidenden Schritt ins Leben nach New York zu drahten, dass er dabei vergass den Namen seiner Herzensdame preiszugeben. Das hat uns natürlich nicht daran gehinlert, dem glücklichen Paar im Namen der Internationalen Paramount Legion unsere besten Wijnsche zu übermitteln.

Die Arbeit in den Hollywood Ateliers der Paramount kocht, und noch nie hatten wir eine hervorragendere Kollektion von Filmen in Arbeit. Alle Anzeichen deuten darauf hin, dass in dieser Saison das beste Programm ergestellt wird, welches je unter der Paramount Schultzmarke erschien. Darum zögern Sie nicht, sondern erzählen Sie aller Welt wieder und wieder von der Paramount Schultzmarke!

A PARAMOUNT E AS SUAS NOTAS DE IMPORTANCIA

(continued from Page 4)

de varios orgãos de publicidade Paramount e mais desejariamos que houvesse. Pômos em fóco, desta vez, os orgãos da Australia, Argentina, Espanha e Italia. Oxalá augmente de dia para dia o nosso entusiasmo pela boa propaganda de nossa marca.

O telegrapho deu-se a grata noticia do casamento, na Australia, de Mr. William J. Clark, encarregado da distribuição dos filmes Paramount naquelle territorio, facto realizado a 22 de Julho. Embora o despacho não nos dissesse quem é a felizarda senhora, desejamos anos de completa felicidade ao jovem par, o que fazemos em nome de nossa Legião Internacional.

Os studios da Paramount continuam na mais febril actividade. Isto prova que a nossa producção segue de vento á pôpa e que os filmes do novo prograinma vão ficando prontos para a proxima temporado. Por aí vemos que a nossa marca seque á frente da industria e que por isso mesmo merece ser francamente anunciada.

gratulationer från Paramounts internationella förening.

Paramounts Hollywood atelje har aldrig arbetat under större högtryck än nu. Och aldrig har där funnits en bättre samling av fina manuskript att arbeta med. Av allt att döma så, är det den mest storartade filmkatalog som någonsin burit det "Trade Mark" som vi aldrig skola bli trötta på att använda eller omtala för världen -Paramounts Trade Mark.

NOTICIAS PARAMOUNT DE SOBRESALIENTE INTERÉS

(continued from Page 5) perable primera dama de la pantalla.

Un visitante que siempre se recibe con agrado es el señor Arthur L. Pratchett, encargado de la distribución Paramount en Cuba, quien se halla en Nueva York desde hace dos semanas.

Deseamos publicar el mayor número posible de ilustraciones relativas a los órganos de publicidad Paramount. En esta edición damos cabida a las de Australia, la Argentina, España e Italia. Necesitamos material para las otras. ¿Entiendes, Fabio, lo voy di-

El señor William J. Clark, jefe de listribución Paramount en Australia y erritorios cercanos, contrajo matri-nonio el 22 de julio. En su prisa por darnos la buena noticia, olvidó mencionar en el cablegrama el nombre de la afortunada novia. Lo cual no ha impedido que le enviemos nuestras felicitaciones a numbre de la Legión Internacional Paramount.

Los Estudios Paramount de Hollywood no se habían visto nunca tan atareados como ahora, ni había habido en ellos un conjunto tan brillante de producciones por filmar. Todo indica, con señales inequivocas, que el programa en preparación será el mejor de cuantos han enaltecido la marca que nunca nos cansaremos de usar ni de ponderar ante propios y extraños: la inarca Paramount.

NOUVELLES PARAMOUNT D'UNE IMPORTANCE CONSIDÉRABLE

(continued on Column 4) rôle féminin, comme nous l' ont prouvé quelques "épreuves" que nous avons eu l'occasion de voir.

C'est avec plaisir que nous avons vu à New York où il est en visite, Arthur L. Pratchett qui a charge de la distribution des films Paramount à Cuba.

Nous sommes particulièrement désireux de publier la reproduction du plus grand nombre possible des publications particulières Paramount (house organs). Cette semaine nous vous montrons les publications de l'Australie, l'Argentine, l'Espagne et l'Italie. A vous de décider à qui le tour.

William J. Clark, qui est le chef de la distribution Paramount en Australie et les territoires environnants, s'est marié le 22 juin. Dans sa hâte de nous cabler la bonne nouvelle, il a oublié de nous mentionner le nom de l'heureuse personne. Néanmoins nous lui avons transinis les félicitations de la Légion Internationale Paramount.

Le studio Paramount à Hollywood n'a jamais été plus actif, et n'a jamais eu une plus belle collection de productions à tourner. Tout indique sans le noindre doute que nous aurons le plus grand programme de films ayant porté a marque de fabrique que nous ne devons jamais nous fatiguer d'employer ou de signaler au monde: la marque de fabrique Paramount.

Paramount International News

Vol. I, No. 4

PRICE: Everything You Think Worth While

MEXICO SEIZES THE LEAD!



MISS LUPINO

Here is Ida, so sweet we could not hide her. Miss Lupino is truly an international figure, coming as she does from a family of entertainers who trace their history back to 1633. British Paramounteers don't have to be told about her because they know her work already, but the remainder of the Le-gion will soon be telling us that they can't be told too much about her. She looks like being Paramount's Darling of the Screen for 1934, and succeeding years. She captured the heart of New York when she passed through a couple of weeks ago, and has since been acclaimed in Hollywood as one of the greatest starring prospects of many years. We'll tell you about her first picture soon.

J. B. N. WANTS ANOTHER K. OF THE J.

In telling of the marvelous success of "King of the Jungle" in his territory, John B. Nathan, general manager in Equatorial America, wrote this paper as follows:

"'King of the Jungle' has been doing a smashing business throughout this entire territory and I think the grosses on this picture are going to be more than surpris-ing. Another picture of this would undoubtedly do a similarly tremendous business.

SMASHING MESSERI CABLE ANSWERS QUIP ON ANOTHER PAGE

Just about the time this issue was ready for the printer there came into New York a cable from Managing Director M. J. Messeri of Spain. It was just one of those cables that have always gladdened Paramount hearts everywhere, and it becomes doubly-gladdening in these days of stalwart achievements. The cable, sent from Bilbao, Spain, and addressed to Mr. E. E. Shauer, said:

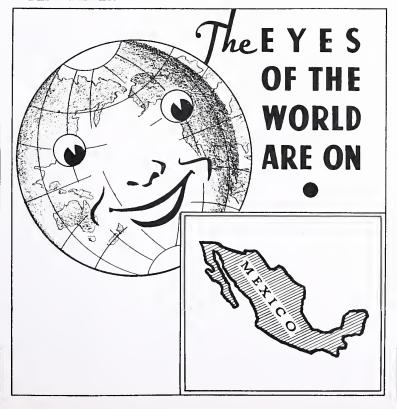
JUST ENDED TOUR SIGNED MAJOR CONTRACTS EXPECT ROLL TO END OF DECEMBER BIGGEST BUSINESS OUR HISTORY. LAST QUARTER DEDICATED TO YOU AS OUR INSPIRING LEADER TO BIGGER ACHIEVEMENTS KINDEST REGARDS. (sgd.) MESSERI

Apart from the magnificent nature of the message itself, we regard it as a joyful omen which answers an editorial quip printed on another page of this issue, and in which we playfully kidded the eminent Mr. Messeri on his being too busy to send us any really big news. Almost as though by telepathy he has responded, although we truthfully do not claim the slighest whit of credit for the Iberian Division's marvelous gesture of successful achievement.

INDIA PAYS TRIBUTE, TOO

Another stirring dedication of Paramount effort to Mr. Shauer comes in the following radio from Charles B. Ballance in India:

WITH YOUR CONSENT HAVE DESIGNATED MONTH OF SEPTEMBER E. E. SHAUER SEPTEMBER CASH DRIVE BEST WISHES.



But Japan, Panama and England Providing Tough Opposition

11 DIVISIONS OVER OUOTA AS INITIAL FIGURES **APPEAR**

NEW YORK, U.S.A. (PP): It falls to the very pleasant lot of Mexico to loom up as a possible winner in the first published result of the standings to date in this most genuinely inspiring of all of Paramount's international contests. That aggressive republic situated a couple of thousand miles southwest of the Crossroads of the World is proving by capable leadership and genuine teamwork that it is a force to be definitely reckoned with by those divisions in the past who have made contest-winning a professional habit.

It is customarily our position to be astride an editorial fence when it comes to the expressing of opinions, and we're going to stay aboard that perch during this most important of all contests; but still we cannot help but give voice to our admiration for Vicente Saiso Piquer, and his grand gang of Paramount boys and girls for the masterful fashion in which they have stepped to the lead.

Another circumstance which has contributed mightily to the warmth of Home Office admiration is the fact that the first publication of the

(continued on Page 3)

HOME AGAIN

Vice-President of Par. Int. Corp. John W. Hicks, Jr., accompanied by Eugene J. Zukor, returned to New York on Friday September 29th by way of Quebec, Canada. We will have much of Paramount importance to tell with regard to their European survey in next month's issue.

Paramount International News

Published on the first of every month preceding issue date from the Paramount Building at the Crossroads of the World in New York City, U.S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry

Vol. 1 October 1, 1933 No. 4



"ALICE"

After one of the most tireless. and tiring, searches in all the history of Filmland, Charlotte Henry was selected to portray the very difficult role of "Alice" in Paramount's spectacular picturization of the most immortal of all universally-appealing stories, "Alice In Wonderland." We show you above Miss Henry in character, and we judge that between now and the end of the year we will launch forth into the world so much publicity about this marvelous picture that you cannot help but know everything that there will be to know concerning it. Here are some of the east:

Alice . . Charlotte Henry White Knight Gary Cooper Mock Turtle Bing Crosby Tweedledee Jack Oakie White Rabbit Charlie Ruggles White Oneen Louise Fazenda White King Ford Sterling Duchess Alison Skipworth Uncle Gilbert . Leon Errol

GUATEMALA LAUDS NEWS

Please convey to the editorial staff of "Paramount International News Guatemala's hearty congratulations on the reappearance of this valuable publication. It certainly is good to see the familiar pages once again, and the effect its reappearance produced on the "Chapines" was one of optimism.

Followed by the announcement of the marvelous line-up of new product, everyone here is confident of Paramount's ability to weather any kind of storm and is proud to belong to the leading company in this business.

We are all delighted to welcome back "our" magazine and will not fail to send in for publication whatever newsy items we may have from time to time. (sig.) S. E. Pierpoint.

"Eleven Over Quota" Is What I Call News

Between the time of a Paramount International Contest's announcement and the publication of the first tangible results of achievement I experience an emotion which I find it hard to translate into words. I know that first of all a tremendous amount of fair reasoning and calculation have gone into the preparation of the figures which represent the quota mark in the instance of every division: I know that you have all accepted those figures in all good faith and with determination to surpass them: and I know that once the starter's pistol has cracked you have leaped to the fray with every ounce of effort at your command.

But at the same time I have always known that in every contest, no matter in this business or in any other, there are the nnexpected contingencies to contend with. Things happen despite the most careful planning; and that is why I cannot help but undergo a definite strain of emotion until the first figures of achievement show on the score-board.

And now, in these bright shining days of late September, when so many of our splendid pictures are piling up such inspiring grosses in the U.S.A., and things look cheery beyond all compare, the figures have sprung to glistening exhibition on the Paramount International score-board and I find, to my complete satisfaction, eleven of the divisions away over Quota. I find, too, upon consultation of the figures, that many of the remaining sectors of our Foreign Legion are hammering hard at the Quota mark. And that, I have no hesitation in telling you, is news of the highest order.

In every respect it looks like being a marvelous contest!

Emo E. Shaner

GATWARD MERITS PRAISE



We are proud and happy to give praise to a Paramounteer for signally fine work along a channel which entails terrific responsibility, but about which there is seldom given any widespread publicity. We refer to censorship work.

Australia is one territory where here is a great deal of censorship work involved before we can ultimately secure release of Paramount pictures. Upon the sturdy shoulders of Charles E. Gatward devolves the mis-

sion of being liaison between Paranount and the Commonwealth Government in the business of contesting eliminations and providing reconstructions of story and theme before the necessary permits are forthcoming.

That Charlie has done this work in eminently satisfactory fashion is attested by a recent letter from Managing Director Clark to Mr. Hicks in New York, in which splendid tribute was paid the work of Mr. Gatward in getting many pictures ultimately passed by the Censor Board.

WHAT'S YOUR'S?

An enthusiastic admirer wrote Mae West that she was "Worth her weight in gold." Statisticians got busy on figures, figured that Mae's figure figured out at 116 pounds, and that this figure in dollars figured at \$31,320.

If you want us to carry your figure, in both pounds and dollars, let's have your weight. The figure of course will be the one representing your weight when steamed up completely for the Contest now pounding to a grand conclusion.



FROM THE INDIAN STATE, THE DECCAN COME A PAIR OF ROYAL FANS

Mae West, who has won international renown by virtue of the fact of stepping to stardom with her first picture, here plays host to a royal couple from India. They are the Nawab Zaheeruddin Khan of Deccan, and the Begum, his wife - and they came to Hollywood because, like mililons of other human beings, they have always figured life incomplete whilever they had not seen the inside of a motion picture studio.

They attained instant popularity within the sacred Hollywood walls, as is evidenced by the scene above of them with Mae West. Further proof was forthcoming when Josef Sternberg, whose custom is never to be photographed, set aside his custom and posed with the popular regal pair from India

GOLD AND SILVER AWARDS FOR PARAMOUNT PICTURE

Not content with having a Para-mount picture win the great Italian award last year, when "Dr. Jeckyll and Mr. Hyde" triumphed, the Italian Division has seen Managing Director Americo Aboaf's judgment vindicated again. He selected "The King of the Jungle" for the great Venice Cinema Exhibi-tion, and it brought home not only a gold medal but a silver cup



Mexico's Lead is a World Challenge!

(continued from Page 1)
divisional placings finds eleven —
mark that number—eleven of the
divisions well over quota, and a great many more not only nibbling at the Hundred Percent mark but gnawing big ehunks out of it and expecting it to fall at any moment. Of the over-quota bunch big deeds have been performed by them all, but we do not feel remiss in predicting barrages of action when Panama, Japan and England find that Mexico has taken the initial lead. They happen to be farflung points, but only geographically, because although this Contest stirs up a series of the great rivalries of the eentury, it at the same time merely serves to draw all of the component parts of Paramount's International Legion closer and eloser together.

So, taking everything by and large, we are all editorially and personally agog to see what manner of ehanged result we will have to offer by the time our November 1st issue is ready. We welcome with every heartiness any shape or form of inter-divisional rivalry, such as those glorious ones we used to have between England and Australia, between Spain and Argentina and so on down through the illustrious pages of our Legion's history.



MARLENE DIETRICH AROUND THE WORLD

It must have been instinct which made Marlene Dietrich grab the globe as she has done above, during the filming of "The Song of Songs." La Dietrich must know by now how immensely popular she is in every country where the Paramount Trade Mark penetrates, and it would seem as though her affection for these territories is so strong that she is taking no chances about losing it.

"CUBA IS OKAY"

As though political upheavals were not enough, Cuba was struck by a hurricane early in September. Manager Arthur Pratchett, at the time convalescing in New York from a serious illness, received the following non-chalant cable from Mr. Mora, who was in charge during his absence:
"Office and Fausto Okay"

The Over-Quota	Guys
MEXICO	
JAPAN	2nd
PANAMA	3rd
ENGLAND	4th
PORTO RICO	5th
	6th
CHILE NORWAY	Ωth.
PERU	, Ծա
PERU	10th
FINLAND	1146
FINLAND	LILII
Near-to-Quota C	haps
Hungary	. 12th
Denmark	13th
India	
Guatemala	
Germany	16th
Argentine	17th
	18th
Brazil	19th
Australia	20th
Spain	
	22nd
Latvia	23rd
	24th
	25th
Roumania	26th
France	
Holland	28th
Cuba	20th
Guila	. 47th

JOTTINGS ABOUT "THE EYES AND EARS OF THE WORLD"

30th

31st

32nd

Cuba Italy

Jugo-Slavia

Czecho-Slovakia

Paramount News is justly proud of its service of 'scoops.' The film secured by intrepid cameramen James Buchanan and Lou Hutt of the Cuban Revolution was the sensation of the entire world. It was headlined in spectacular fashion in the London press because of the sensational nature of the film secured, and just as rightly the fact was overlooked that Hutt and Buchanan went through rifle-fire and physical violence in order to take the film and get it aboard the 'plane for America.

The film, however, was 'scooped' into most of the Latin-American territories ahead of all other newsreels. In Panama the 'scoop' was widely publicized by General Manager John B. Nathan, and the service rendered drew much praise from the local exhibitors.

In many European territories - notably the Scandinavian ones, and Spain, Portugal and Italy-Paramount News no longer has the off-screen voice in English, but is being released with sub-titles, sound effects and mu-

"A Farewell To Arms" was released recently throughout Chile and we have word from Benito del Villar that the picture was very well received.

Marlene Dietrich returned to New York September 26th, and after re-Plenty of important news in that maining a few days for interviews, message, and told with a commendable minimum of wordage.

maining a few days for interviews, proceeded to Hollywood to commence work in "Her Regiment of Lovers."

RALPH KOHN NOW HEADS

U. S. THEATRES



Mr. Adolph Zukor has announced that Ralph A. Kohn has been appointed Vice President of Paramount Publix Corporation in charge of all Paramount Theatre Operations. He will continue as Vice President of Paramount Productions, Inc., Paramount Distributing Corporation, and Paramount International Corporation.

Walter B. Cokell, who has been Assistant-Treasurer for some time past, has been appointed Treasurer in Mr. Kohn's place.

Our Preview HONOR ROLL

The Paramount Pictures which we shall be proud to mention in this column will be announced by title only. The mere mention of each title however will signify to you the fact that the production is adjudged as being of superlative merit insofar as Paramounteers throughout the world are concerned. Only pictures actually previewed in New York will be included. Our first selections are:

TORCH SINGER TOO MUCH HARMONY I'M NO ANGEL GOLDEN HARVEST

If you do not know who are stars in these pictures, then you are not keeping very close track on Paramount's swiftly progressing activities.



THEY ARE IN THE FRENCH VERSION

"The Way To Love" has been completed in both English and French versions and Maurice Chevalier has already hied himself off to Paris. We have seen already the English picture and our rapt enthusiasm permits us to tell you that it is a sheer delight, with Maurice singing some perfectly wonderful songs and engaging in some of the most riotous comedy you have ever beheld. All in all, it's great entertainment for the entire world. Our picture above shows Maurice with Jacqueline Francell, who plays the feminine lead in the French version. Both versions were produced under the technical supervision of Dick Blumenthal, who is also doing the technical direction of Ernst Lubitsch's "Design For Living."

DIVISION

By R. Gittoes-Davies

British Paramount News of course issued a special edition of the Mollisons' arrival in New York. The films were brought by a newsreel 'plane catapulted from the decks of the "Bremen" 500 miles out at sea.

A copy of the reel which contained a message from Amy Mollison to her parents was despatched by air to Scarborough, Yorkshire and Mr. and Mrs. Johnson, who were at Scarborough, were present at a special screening at the Capitol Theatre.

Paramount's London office recently had a visit from Max Mendel, Ham-

burg Manager.

During Mr. Mendel's stay in London he had the hospitality of the London publicity department and Mr. Gittoes-Davies and he found that they had served in opposing trenches during the World War. Now the two are fast Paramount friends!

G. Wyndham Lewis, brother of the famous British humorous writer, D. B. Wyndham Lewis, is now a member of Paramount's British Publicity Depart-

Paramount's London Office has a Swimming Club, known as the Paramount Amateur Swimming Club. motto is - 'Be In The Swim With Paramount'.

Miss "Babs" Christiansen, Secretary to R. Gittoes-Davies, London Office, is the sister of Arthur Christiansen, Assistant Managing Editor of the "Daily Express", London.

KIPLING IN B. P. NEWS

A brilliant assembly at the lunch of the Royal Society of Literature held at Claridges, heard Mr. Rudyard Kipling, for the first time, make a speech which was broadcast throughout Britain and Ireland.

This is the first time that Kipling's voice has ever been broadcast.

The achievement of British Paramount News in securing the first and only talking film record of this great literary recluse making his initial broadcast speech is hardly less remarkable and in view of the historic value attaching to the picture, a copy of the film has been presented to the Royal Society of Literature to be deposited in their archives.

(continued on Page 7)

ALES PARAMOUNT DE LAS QUE VALE LA PENA **ENTERARSE**

Después de espera que a muchos ha debido de parecerles interminable, se publican por fin este mes los primeros resultados del Concurso. No hace falta saber inglés para que todos se enteren de cual es su territorio. Por otra parte, huelga advertir que estos primeros resultados no habrán de ser necesariamente los últimos. Mucho nos equivocamos y mal concemos a los Legionarios de la Paramount si, antes de que termine el Concurso, no dan todos mucho que decir y acarrean grandes y emocionantes cambios en sus respectivas posiciones.

El señor John W. Hicks, Jr., llegó a Berlin el 9 de septiembre. Cuando esta revista llegue a manos de usted, se encontrará ya de regreso en Nueva York, después de haber terminado importante viaje de inspección por Europa, durante el cual lo acompañó el

señor Eugene Zukor.

Presentamos este mes a la señorita Ida Lupino, aplaudida actriz inglesa que se halla en la actualidad en Hollywood preparándose a debutar como estrella de la Paramount, después de rápida ascensión a la fama en su país. La señorita Lupino pertenece a familia notable en los anales del teatro. Tan importante como la anterior noticia es la de que la primera película de Dorothea Wieck para la Paramount, "Canción de Cuna", promete ser uno de los acontecimientos más salientes de los últimos años. La célebre obra de Martínez Sierra conserva en la versión cinematográfica todo el encanto y el brillo que supo infundir al original su ilustre autor, mundialmente conocido. Ya que hablamos de futuros triunfos, detengámonos un momento más para decir que la nueva película de Mae West, "No soy un ángel" ("I'm No Angel") será todavía más sensacional que "Nacida para pecar", la primera de la misma actriz.

Puesto que se trata de Mae West, digamos también que pronto habrá en Nueva York noticias importantes y valiosas para todos los gerentes de teatro que hayan presentado "Nacida para pecar" en más de una programación; esto es, para todos los gerentes que han dado una o más reprises de dicha película. ¿Querrían los que estén en capacidad de hacerlo, dirigirse a la Paramount International News. atención del señor Hicks, e informar acerca de las reprises de "Nacida para pecar" en su territorio?

(continued on Page 8)



ENGLAND IN HOLLYWOOD. The Union Jack waved over a corner of the Paramount studio restaurant recently when Charles Laughton played host to some very charming visitors from England, one of whom was Mrs. Earl St. John, wife of Paramount's director of theatres in Great Britain and Ireland. The seene shows, left to right: Randolph St. John, Mrs. Ollie Traggardh, Charles Laughton, Mrs. Earl St. John, Albert A. Kaufman and Melville A. Shauer.

DA PARAMOUNT QUE A TODOS INTERESŠAM

Depois de grande mas irremediavel demora, publicamos agora, na secção devida, os primeiros resultados do Concurso deste ano. Claro, que não se torna necessario saber inglês para que cada um descubra aí o seu territorio... Tampouco são dados finais os que inserimos nesta edição, e os Legionarios já acostumados a estes prelios bem sabem que daqui para o fim do Concurso muitos dos que agora se acham em primeira linha hão de mudar de posição, sob a pressão dos mais fortes. Mr. John W. Hicks Jr. chegou a

Berlim a 9 Setembro, na sua viagem de inspecção pela Europa, em compa-nhia de Mr. Eugene Zukor. Mas ao tempo em que esta publicação chegar ás mãos dos interessados, no estrangeiro, já os dois ilustres viajantes estarão de volta, em Nova York.

Temos o prazer de chamar a atenção dos interessado para Ida Lupino, uma actriz inglêsa que actualmente se acha em Hollywood e que muito breve estará fazendo parte do elenco de nossos filmes. Miss Ida pertence á famosa familia Lupino, que tantos nomes tem dado ao teatro inglês... Igualmente importante é o facto de que Dorothea Wieck aparecerá no proximo mês no filme Paramount "Canção do Berço", producção que será de grande aceitação por toda a parte. O argumento deste filme foi extraído da famosa peça teatral "Canción de Cuna", do esplen-dido dramaturço espanhol Gregorio Martinez - Sierra, internacionalmente conhecido... Ainda outra noticia de magna importancia é a que se refere ao segundo filme de Mae West, intitulado "I'm No Angel", que promete ser um pouquinho mais apimentado que o seu famoso "She Done Him Wrong" ou "Uma Loura para Tres", como nós o batizámos.

E uma vez que falamos de Mae West, seja-nos dado dizer que breve haverá em Nova York importante surpresa para os gerentes e exibidores que em seus teatros passaram "Uma Loura para Tres" em mais de uma programação, isto é, os exibidores que estreiaram e ainda por cima fizeram reprise do filme. Dado que assim tambem tenha sucedido no estrangeiro, os exibidores que mais de uma vez programaram o filme são convidados a mandar a seu endereço e nome do teatro a Mr. John W. Hicks Jr., na redacção do Paramount International News, New York.

Por noticias antecipadamente recebidas, sabemos que a Semana Paramount constituiu um completo exito na Australia, Nova Zelandia e Extremo Oriente, como tambem na America Central e parte da America do Sul. Cumpre-nos, pois, felicitar Mr. William J. Mr. John E. Kennebeck, a Clark e cargo dos departamentos da Australia, como tambem Mr. John B. Nathan e seus auxiliares, responsaveis pelo exito obtivo na America Central.

"O Homem Leão" obteve grandes triunfos pelo mundo inteiro. Estapamos este mês alguns aparatosos troféus ganhos pelo filmes na Italia. Mas sabemos ainda ter ele batido varios "records" na America Central e do Sul, assim como na India, facto que a todos deve alegrar. Como antes temos

dito, interessam-nos as noticias dos triunfos Paramount em qualquer país, para que os possamos transmitir aos nossos leitores.

"O Signal da Cruz" é outro filme (continued on Page 7)

NEWS OF THE BULLDOG NOTICIAS INTERNACION- NOTICIAS INTERNACIONAIS PARAMOUNT INTERNA-TIONAAL NIEUWS, DAT HET LEZEN WAARD IS.

Na eindeloos wachten, vindt U in dit nummer eindelijk de eerste maandcijfers van het Concours... en er is geen kennis van de Engelsche taal voor noodig om te zien op welke plaats Uw afdeeling staat. Deze cijfers zijn verre van het eindresultaat en als wij onze legionnaires even goed kennen als zij zichzelven kennen, kunnen we zeker zijn van interessante veranderingen tijdens den wedloop naar den slotstand.

De Heer John W. Hicks Jr. arriveerde 9 September jl. in Berlijn. Wanneer dit blad U bereikt is zijn Europeesche inspectie rondreis al weder achter den rug en de Heer Hicks terug in New York. Hij reist ditmaal in gezelschap van Eugene

Zukor

In deze editie laten wij U kennismaken met Ida Lupino, de vermaarde Engelsche jonge dame, die zich thans in Hollywood bevindt, ter voorbereiding voor het spelen der vrouwelijke verschillende Parahoofdrollen in mount films, na haar enorm succes in Engeland. Zij behoort tot de beroemde acteurs familie Lupino. Van evenveel belang is het feit, dat Dorothea Wieck's eerste Paramount film, 'Cradle Song' waarschijnlijk een der grootste sensaties van vele jaren zal blijken te zijn. 'Cradle Song' - Wiegelied bewerkt naar het beroemde tooneelstuk van Gregorio Martinez-Seirra heeft als film al de charme en glorie behouden, die de auteur aan het werk verleende... en nu we toch de komende attracties de revue laten passeeren, laten we even stilstaan bij "I'm no Angel"-Ik ben geen Engel-waarmee Mae West denkelijk nog meer succes zal oogsten, dan met "She Done Him Wrong".

In verband met deze Mae West film, deelen wij U nog mede, dat het hoofdkantoor in New York belangrijke informatie heeft voor alle bioscoop exploitanten, die "She Done Him Wrong" meer dan één keer gedraaid hebben. Dat wil zeggen: voor alle exploitanten, die de film meer dan één keer gehuurd hebben. Wij verzoeken U beleefd desbetreffende inlichtingen te willen doen toekomen aan den heer John W. Hicks Jr. Hoofdkantoor, New York, p/a Paramount International

Corporation.

Op de ingekomen berichten afgaand, is de 'Paramount Week' bizonder goed geslaagd in Australie, New Zealand, de Orient en in Midden- en Zuid-Amerika. Een woord van lof aan het adres der heeren William J. Clark, John E. Kennebeck en hun assistenten in hun territoire, alsmede aan den Heer John B. Nathan en diens medewerkers in Equatoriaal Amerika, lijkt ons niet misplaatst.

'King of the Jungle' is overal spontaan ontvangen. In deze editie reproduceeren wij eenige loftuigingen uit Italie. Wij vernamen tevens, dat de films alle records brak in Equatoriaal Amerika en ook in British Indie. Dat Het doet ons is heuglijk nieuws. steeds goed iets over de triomfen van

Paramount films af te drukken.
"The Sign of the Cross" — Teeken des Kruizes - is ook een geweldige schlager. Uit een brief van Manager Vicente Saiso, in Mexico, halen we het

volgende aan:

"De film geniet een record distributie. Wij hebben overal maximum huurprijzen verkregen en (continued on Page 8)

NALE PARAMOUNT **NACHRICHTEN**

Endlich endlich gelangen die ersten Filialstände zum Abdruck; und es niemand der englischen braucht Sprache mächtig zu sein um feststellen zu können, an welcher Stelle er resp. Seine Filiale steht... Natürlich werden Sie nicht von diesen Resultaten auf das Endergebnis schliessen, denn wenn Sie Ihre Kolleginnen und Kollegen nur halb so gut kennen als wir es zu tun vermeinen, dann wissen Sie, dass bis zum Abschluss des Wettbewerbes ein zäher Kampf bevorsteht und noch viele radikale Aenderungen zu erwarten sind.

Mr. John Hicks Jr. kam auf seiner europäischen Inspektionsreise am 9. September in Berlin an. Bis sich diese Ausgabe in Ihrem Besitz befindet, wird er allerdings schon lange wieder in New York weilen. Eugene Zukor war sein Begleiter auf dieser äusserst wich-

tigen Reise.

Heute haben wir das Vergnügen, Sie der berühmten Engländerin Ida Lupino vorzustellen, die nachdem sie in England sensationell Karriere gemacht hat, sich nunmehr in Hollywood befindet und hier von der Paramount zum Star ausgebildet wird. Sie entstammt der berühmten englischen Bühnen familie Lupino... Gleich wichtig ist die Tatsache, dass mit Dorothea Wieck's erstem Paramount Film "Wiegenlied" eine neue Sonne am Film-firmament der kommenden saison im Aufgehen begriffen ist. Das weltbekannte Martinez-Sierra Schauspiel hat durch seine Verfilmung nicht das Geringste seines leisen Charms und seiner Feinheiten eingebüsst, sondern eher noch an Liebreiz gewonnen.... Und da wir gerade von neuen Filmen sprechen, können wir nicht umhin auf das neue Mae West Bild "Ich Bin Kein Engel" hinzuweisen, welches den ersten Film dieser Künstlerin vollkommen in den Schatten stellt.

Im übrigen möchten wir darauf hinweisen, dass in New York für einen jeden Theaterbesitzer der Mae West's "She Done Him Wrong" für mehr als ein Engagement gebucht hatte, unbedingt wertvolle Nachrichten vorliegen. Wir bitten Sie also, alle Theaterbesitzer, welche den Film mehr einmal gebucht haben, an Mr. Hicks, Paramount Internationale Nachrichten, New York, zu verweisen.

Nach soeben eingelaufenen Berichten zu urteilen, war die Paramount Woche in Australien, Neuseeland, dem Orient und Zentral Amerika ein voller Erfolg. Wir beglückwünschen William J. Clark, John E. Kennebeck und John B. Nathan sowie deren Mitarbeiter zu den fabelhaften neuen Rekorden.

"König des Dschungels" löst überall grossen Beifall aus. Heute bringen wir Illustrationen über diesen Film aus Italien. Auch in Zentralamerika und Indien hat sich diese Verfilmung zu einen Kassenschlager gestaltet. Wir hören so etwas immer gern. Also vergessen Sie nicht uns alle Rekorde mit-

zuteilen. Auch "The Sign of the Cross" bedeutet für die Auslandsabteilung mehr grosse Erfolge. Direktor Vicente Saiso schreibt uns aus Mexiko: "Der Film wirft alle bisherigen Verleihrekorde über den Haufen. Uns ist das Un-mögliche gelungen, wir haben den Film in allen hiesigen Lichtspielhäusern für zwei Sonntage gebucht und erzielen mit "The Sign of the Cross" einen überwältigenden Erfolg."

(continued on Page 8)

WICHTIGE INTERNATIO-| LES NOUVELLES INTERNA-TIONALES PARAMOUNT **OU'IL EST BON DE CONNAITRE**

Après ce qui doit avoir semblé comme des siècles d'attente, les premiers résultats du Concours sont annoncés ce mois-ci; et vous n'avez pas besoin de savoir l'anglais pour trouver juste où en est votre territoire.... De même, vous ne devez pas considérer ces chiffres comme définitifs, car si vous connaissez les Légionnaires Paramount comme ils se connaissent eux-mêmes, nous sommes certains qu'il y d'excitants "rétablissements" et d'étonnants changements de positions avant la fin du Concours.

M. John W. Hicks, Jr. est arrivé à Berlin le 9 septembre, et quand ce magazine vous parviendra il aura terminé son inspection européenne et sera

revenu à New York.

Nous vous présenterons ce mois-ci Ida Lupino, la célèbre jeune anglaise que Paramount entraine maintenant pour son rôle d'étoile après son sensationnel succès en Angleterre. Elle fait partie de la fameuse famille théatrale Lupino.... Un fait tout aussi important c'est que le premier film Paramount de Dorothy Wieck, "Cradle Song", apparaît comme une des sensations de l'écran de ces dernières an-La fameuse pièce Gregorionées. Martinez-Sierra arrive sur l'écran avec tout le charme et la gloire dont l'a douée ce fameux auteur international Et tandis que nous enregistrons les succès qui se préparent, arrêtons nous un instant pour dire que le nou-"I'm No veau film de Mae West, Angel", sera encore plus sensationnel que son premier "Lady Lou".

Sachez aussi, puisque nous parlons de Mae West, qu'il y a à New York une importante et bonne nouvelle pour tous les directeurs de théatres qui ont présenté "Lady Lou" pour plus d'un engagement. C'est-à-dire tous les directeurs qui ont repris le film à une ou plusieurs occasions. Veuillez avoir soin de donner cette information à Paramount International Corporation, aux bons soins de M. Hicks.

D'après les avis qui nous arrivent, la Semaine Paramount a remporté un succès épatant en Australie, Nouvelle-Zélande, l'Extréme Orient et l'Amérique tant Centrale que du Sud. Des félicitations doivent être adressées à M. William J. Clark, M. John E. Kennebeck et leurs valeureux assistants dans le premier de ces territoires, et à M. John B. Nathan et son splendide état-major dans l'Amérique Equatoriale.

"Kaspa, fils de la Brousse" a été recu avec acclamations dans le monde entier. Nos illustrations montrent quelques-uns de ses merveilleux triomphes en Italie. Nous apprenons aussi qu'il a battu tous les records dans l'Amérique Equatoriale et également dans l'Inde. Ca, c'est de la grande nouvelle. Souvenezvous que nous désirons toujours être informés des triomphes Paramount.

'Le Signe de la Croix" est un autre briseur de records. Dans une lettre de Mexico, le directeur Vicente Saiso écrit: "Nous établissons un record de distribution avec ce film. Nous avons obtenu le maximum de locations partout en nous assurant deux dimanches dans chaque théatre pour cette production, quelque chose qui n'a jamais été réalisé précédemment."

Cuba devient une remarquable pierre de touche pour les Légionnaires Paramount ces jours-ci. D'abord la révolution, puis l'ouragan, et après cela toriaux et de publicité.



GUIDES TO PARIS

Surely no two more appropriate fellows could be picked for the jobs of guides to Paris than Maurice Chevalier and Melville A. Shauer. We glimpse them here in the 'Prias' uniforms which are so important in Maurice's new picture, made in both English and French, "The Way To Love, is the head of the French capital's most important tourist organization, and any canny eye can see that the man's name is simply an anagram of Paris.

encore des bouleversements politiques notables. Mais à travers toutes ces épreuves Arthur Pratchett, avec ses boys" et ses "girls", fait tout ce qu'il faut. Après l'ouragan, Sr. G. More, en l'absence de M. Pratchett indisposé, a cablé laconiquement à New York: Tout va bien au bureau et au (théatre) Fausto." Ces quelques mots en disent long sur le devoir accompli, et indiquent une force de persévérance notable en face d'un danger évident.

Nous désirons recevoir des photographies de nos Paramountais de partout. Celles que avons dans nos dossiers sont vieilles de plusieurs années, mais nous serons obligés de les employer quand l'occasion se présentera à moins que nous en recevions de nouvelles... Des quatre coins du monde nous parviennent des messages de réjoissance annonçant le retour du bon vieux temps. Nous ne pouvons pas publier tous les messages, mais nous sommes bien heureux de les recevoir quand même.

La version française du nouveau film Maurice Chevalier, "C'est en Flanant dans Paris" a été terminée et le premier rôle feminin, Jacqueline Francell, et le grand comique, Marcel Vallée, sont rentrés en France. Nous sommes intimement convaincus que ce film est un délice, tant dans la version française qu'anglaise. Ce film a été tourne au milieu des plus grandes difficultés de production dues à la grève des studios, et nous croyons que le Departement de la Production tout entier mérite les plus grands éloges pour sa magnifique

M. Jack Rapoport a quitté le Bureau Principal le 9 septembre pour l'Amérique Equatoriale pour collaborer avec John B. Nathan. Sa place au Bureau Principal a été prise par M. Eugène Schosberg, qui en même temps prend la direction du Service Department pour les questions règlées précédemment par M. Albert Deane. met à M. Deane de continuer la haute surveillance des départements de la Réclame, la Publicité et la Production ainsi que l'examen des questions relatives à la censure. M. Deane reste également membre des Conseils édi-

DE VIKTIGASTE INTERNA-TIONELLA NYHETERNA FRAN PARAMOUNT

Efter vad man tycker har varit ett helt tidevarv av väntan, kan de första resultaten av vår pristävlan delgivas denna månad; och Ni behöver inte kunna engelska för att veta vad som är Edert område... Ni behöver inte heller taga dessa siffror som slutresul-Om vi känna Paramounts legiotat. närer lika väl, som de känna sig sjäva, så vet vi att det kommer att bli storartade förbättringar och sensationella ombyten innan pristävlan är slut.

Mr. John W. Hicks Jr. anlände till Berlin den 9 de september och när denna journal kommer Er tillhanda, så har han fullbordat sin Europeiska resa och återkommit till New York. Han har haft sällskap under hela sin

resa med Eugene Zukor.

Vi presentera Eder denna månad för Ida Lupino som just nu anlänt till Hollywood för att bli "stöpt" till Hollywood för att bli stjärna efter att ha vunnit sensation-Hon tillhör den ellt rykte i London. ryktbara familjen Lupino.... Av lika stor vikt är att Dorothea Wiecks för-sta Paramount film, "Vaggsången", tycks bli en av filmvärldens sensationer. Det välkända teaterstycket, skrivet av Gregorio Mertinez-Sierrs har blivit överflyttad till filmen med all den charm, som dess ryktbara författare har skrivit det.... Och medan vi tala om Kommande successer, låt oss omtala för Eder att Mae West nya film, "Jag är ingen ängel", är mer sensationell än hennes första, "She done him wrong."

Medan vi tala om Mae West, låt oss ånyo påpeka, att alla New Yorks teaterägare ha för tredje gången återupptagit "She done him wrong". Detta menas att alla ha spelat den filmen för tredje gången. Tag notis om, att dessa upplysningar sändas till Paramounts Internationella Corporation, New York, specielt till Mr. Hicks.

Vi har fått ilunderrättelser om att Paramountveckan i Australien, New Zealand, Östern och Central och Norra Sydamerika är en stor success. Vi gratulera William J. Clark, John E. Kennebeck och deras trevliga herrar och damer i första linjen av dessa områden och John B. Nathan och hans utomordentliga medhjälpare i Equatorial Amerika.

"Jungelns Konung" har gjort stor lycka hela världen över. denna månad dess praktfulla trofeer i Italien. Vi ha också hört att den filmen slog alla rekord i Equatorial Amerika och Indien. Det är glada nyheter. Kom ihåg att vi tycker om att bli meddelade om Paramounts triumfer.

"I korsets tecken" är en annan triumf. I ett brev från Mexico skriver Senor Vicente Saiso: "Vi slå alla rekord med denna film. Vi får den högsta hyran vi någonsin fått och har även haft filmen visad på söndagarna på alla biograferna - en sak som

förut aldrig hänt. Cuba visar sig vara en veritabel provkarta för Paramounts legionärer i dessa dagar. Först revolutionen, sedan orkanen, och efter detta ändå uppseendeväckande politiska mer omändringar. Men genom hela denna omvälvning har Arthur Pratchett och hans gossar och flickor stuckit till sin När orkanen var över telegraferade Senor C. More, som tog hand om avdelningen under Mr. Pratchetts frånvaro på grund av sjukdom, till New York lokoniskt: "Kontor och

(continued on Page 7)

"As Ye Use Exploitation, So Shall Ye Reap!"

HOW THEY SELL POSTERS IN AUSTRALIA!

That territory known as William J. Clark's Blue Ribbonland certainly knows that posters and other advertising items are made to be sold, if a survey of Ad Sales Manager Len Jones' column in a recent issue of Paramount 'Punch' means as much as the title of

that house organ conveys.

We find a great tribute, for instance, paid to Max Lovett of Sydney for a splendid selling job done on Paramount jig-saw puzzles. And of Ad Salesman H. G. Hill's efforts in Western Australia we find the following tribute: "He (Hill) is responsible for one of the most outstanding ad sales contracts to reach Home Office in a long while." And there is also grand evidence of a couple of colossal achievements in courier (herald) selling on the part of Ad Salesman Albert Nicholas.

NEW AUSTRALIAN ASSIGNMENTS

General Sales Manager William Hurworth announces from Sydney the following sales force reorganizations:

Salesman Bill Blood, former Sydney booker, who for the past two years has been assigned to the Far North Queensland territory, returns to Sydney where he will take over the territory covered by a salesman who recently resigned.

Salesman Harry Varcoe has been

transferred to Brisbane.

TO GUATEMALA

Advices from Panama relate that Saul A. Jacobs, who traveled recently from Home Office to Equatorial America, has been despatched by General Manager J. B. Nathan on a trip of inspection which will take him through Salvador, Honduras and several other republics, to Guatemala. This is his first field assignment.



MELBOURNE BALLYHOO

Here's an attraction-compelling stunt arranged in Melbourne by Frank V. Kennebeck, publicity chief of Paramount's Capitol Theatre. It is for Maurice Chevalier's "A Bedtime Story," which has attracted a lot of popularity in Australia. The man is impersonating Maurice, and the baby doll is reading a book labelled "A Bedtime Story."

GRAND BOOKLET

Americo Aboaf can well be prond of his Italian publicity and advertising staff. We've had oceasion to laud their work on many occasions, and the newest proof of their ability came to hand in the shape of an announcement book for "The Sign of the Cross," with a special section set aside for the listing of forthcoming Paramount product. It looks like good work by Miss I. Minelli and her associates.

BLUE RIBBON BUNCH

By REG KELLY

Maurice Foster rejoins the Paramount Sales Force after an absence of several years. Foster will be attached to the Melbourne Branch under the direction of Bert Kelly. Harry Varcoe, formerly of that territory has been transferred to Queensland, whilst Bill Blood, who has been travelling the Far North for the past two years returns to New South Wales.

Frank Kennebeck, Publicity Manager of Paramount's Capitol Theatre, Melbourne, working under direction of James L. Thornley, was responsible for an outstanding exploitation campaign on Maurice Chevalier's "A Bedtime Story". General tie-ups were arranged with music shops, radio stations, a furniture store and the manufacturers of baby food, which resulted in several city window displays. The big bet of the campaign was the cabled donation by Chevalier of £5 to a little foundling discovered the day the picture opened. As soon as the news broke, New York was cabled for an okay and the reply with the news of

Chevalier's donation made the late editions the same day.

General Sales Manager William Hurworth, who gave much time to the planning of this year's Paramount Week drive, is confident that his boys will make a record show this year. All branches are sending to Sydney batches of contracts which augur well for the success of the drive. George Nacard, p'erth Manager wires that he has every possibility in his territory sold for Paramount Week and by the end of the month will have a regular contract from every possibility.

Bob White, Exploitation Manager, is in Brisbane handling the campaign for "The Sign of the Cross" and also the campaign for Paramount Week.

FOR CONVENIENCE OF ENG-LISH-SPEAKERS, TOO

Realizing that the Spanish- and Portuguese-speaking territories have thousands of picturegoers who speak English also, John B. Nathan advanced the suggestion that the main-titles of our pictures carry the film's title in English beneath the Spanish or Portuguese title, as the case happened to be. This suggestion was so good that it was immediately put into effect, a move which has brought forth widespread acclaim from the field.

WOW! HOW FRANCE PLUGGED "THE SIGN OF THE CROSS"

We have to thank Jack Plunkett, director of publicity for the French organization, for a stirring resume of the grand work that the Paramounteers Francaises put over in connection with the smashing season of the French version of "The Sign of the Cross" at the Paris Paramount recently.

His summary included day and night shots of the famous theatre, which had a display that stopped traffic at all hours of the clock. His publicity and advertising records would well-nigh break the back of a camel; and the thoroughness and effectiveness of the campaign were such that we know will arouse the admiration of those at the studio responsible for the making of the picture, and to whom the records have been sent.

Permit us, therefore, to offer most cordial congratulations, not only to Mr. Plunkett, but to all of those associates of his who participated in this splendid achievement.



PARAMOUNT CARTOON PER-SONALITIES BECOMING INTER-NATIONALIZED

Our Warsaw office has sent us photographs of a vaudeville pair who have achieved great success in a mu-

ANOTHER CHAPTER IN SCANDINAVIAN GOOD NEWS

Dynamos aren't the only things in Scandinavia that hum. Carl York and his victory-vimful Vikings continue to stir things up at a right merry pace from one year's beginning to its end. We'd be derelict in our duty if we did not have at least a brace of mentions of the Vikings in every issue, for Carl shoots us so much news that is definitely news. Here's one cabled sample:

"Crime of Century opened season at Olympia, Stockholm to packed house and great reviews. Hammar wires sensational opening Farewell To Arms in Hesingfors, with two houses sold out in advance and audience enormously thrilled."

MEXICO'S MANAGER SHATTER-ING PRECEDENT ON "CROSS" CONTRACTS

A simple expression of fact contained in a letter from Manager Vicente Saiso Piquer of Mexico to George Weltner, assistant manager of Paramount International Corporation in New York, should be swiftly relayed around the globe, and this setting of it forth here is our share of that pleasant task. Said Sr. Saiso:

"We are setting a record in our distribution history on 'The Sign of the Cross', for in addition to obtaining maximum — figures everywhere, we are shattering precedent by securing two Sunday dates on every booking of this picture."

GERMANY RAVES ABOUT "MADAME BUTTERFLY"

General Manager G. J. Schaefer of Germany has reported that his 1933-34 season has opened, and that the release of the German-dubbed version of "Madame Butterfly" has met with 'exceptional success.'

He has sent us copies of the daily papers and one of the film publications containing evidence of this enthusiasm and there is no doubt but that the Sylvia Sidney picture is going over in great fashion, which is a tribute to the artistry of dubbing as well as to the artistic quality of the picture itself.

sic hall act known as "Betty Boop." Here are the members of the act — Miss Pogorzelska as 'Betty Boop' and Mr. Bodo as 'Koko' — with a background which is extremely familiar. They were at the Rex Theatre in Warsaw when this picture was taken, and it goes without further saying that they were extremely popular with the Polish audiences.

JOHN B. NATHAN'S BUNCH STAGED TRULY MARVELOUS PARAMOUNT WEEK CAMPAIGN

For many weeks in advance, John B. Nathan, general manager for Equatorial America, and his enthusiastic bunch of co-workers, planned for a dynamic celebration of Paramount Week. Letters, airmail exhortations and cables to Home Office screamed aloud for every aid to assist them in putting over an unforgettable campaign.

It was a dynamic celebration, alright. The evidence is rolling in now, and is being circulated throughout Home Office. But after that, it is going into the files for preservation, since we have already told you that 1934 will see an International celebration of Paramount Week, and in the planning of it the tried and proven exhibits of Panama, Guatemala, Colombia, Ecuador and all of the other territories under John Nathan's direction will be widely used as examples of what can be done.



PARAMOUNT HAS FIRST WOMAN DIRECTOR SINCE COM-ING OF TALKING PICTURES

Pictured above with Dorothea Wieck is Nina Moise, the American film industry's first woman director since the coming of sound to the screen. Miss Moise will co-direct "Cradle Song," from the play of J. Martinez-Sierra, which will be the Continental film star's first Paramount production.

(continued from Page 4)

B. P. News also secured a record of the speech of G. K. Chesterton at the lunch which was attended by many of the greatest writers in England, including Laurence Binyon, Walter de la Mare, John Drinkwater, St. John Ervine, Sir Arthur Pinero and others.

His Excellency the Lithuanian Minister, M. V. Sidzikauskas and Mme. Sidzikauskas; M. J. Zmuidzinas, Secretary of the Lithuanian Legation, and Mme. Zmuidzinas, and Mr. E. J. Harrison of the Legation Staff, were present at a special private screening of British Paramount News.

The Minister at his desire saw the film of the two gallant Lithuanian airmen who crashed on their New York-Kovno flight within 400 miles of their

objective.

Great satisfaction was expressed with the Paramount film by the official party and at the request of the Minister a copy of the reel will be presented to the Lithuanian Government.

There was a good press break in Britain on the search for an Alice for "Alice In Wonderland".

A story published in one paper alone—The Daily Express, London — produced more than 1,000 letters. Among material sent out by the London Publicity Department was a special article featuring interviews with famous English authors such as Gilbert Frankau, Elinor Glyn and A. P. Herbert.

BRIEF PARAGRAPHS ON IMPORTANT FACTS

Maurice Chevalier left New York September 23 for Paris. He will probably make a personal appearance at the Paramount Theatre, Paris, in conjunction with the French version of "The Way To Love."

Australia has produced a new style press sheet. In that territory the exhibitors make the fullest possible use of this important aid, hence the desire to give them still better exploitation

Ida Lupino has made a tremendously fine impression on our Hollywood Studio. You'll hear plenty about her in the near future. See more detailed story elsewhere in this issue.

DE VIKTIGASTE INTERNA-TIONELLA NYHETERNA FRAN PARAMOUNT

(continued from Page 5)

teater oskadade". Dessa fyra ord visade att alla fullföljt sin plikt storartat och haft mod att vara på sina poster trots den stora faran.

Vi önska att få fotografier av alla Paramounts medlemmar från alla världens hörn. De vi nu har äro flera år gamla, men vi bli nödsagade att använda dem, om vi ej få nya.... Från världens fyra hörn få vi budskap om, hur glada alla äro över att den gamla goda tiden är här igen. Vi kunna ej publicera alla dessa budskap, men vi äro lyckliga att erhålla dem.

Franska versionen av Maurice Chevaliers nya film "Vägen till kärlek," är nu färdig och hans motspelcrska, Jacqueline Francell, och rolighetsmakaren, Marcel Vallee, ha båda återvänt till Frankrike. Denna film har inspelats under de allra svåraste omständigheter tack vare strejken i ateljeen, och vi tycka att hela Paramounts produktions-avdelning borde få beröm för att ha fullbordat filmen trots allt.

Vi kunna bevisa att filmfavoriternas minne aldrig dör. Den 26 augusti var det 7 år sedan Rudolph Valentino dog och en mässa sades för honom i Westminster Abbey i London. Denna gamla kyrka var fylld till sista plats.

Jack Rapoport lämnade vårt kontor här den 9 september för att tillträda sin plats som kompanjon till John B. Nathan i hans Equatorial Amerikan kontor. Hans plats här har övertagits av Eugene Schosberg, som också övertager alla Service Department plikter, som förut omhändertagits av Albert Deane. Detta ger Deane fri hand att fortsätta som chef för annonsering, inspelning- och sensurdepartementet. Deane är också medlem av redaktionen och annonseringsbyrån.

NOTIZIE DELLA PARA-MOUNT CHE VALGONO LA PENA CONOSCERE

Finalmente possiamo annunziarvi questo mese i primi risultati del Concorso; e non è necessario conoscere l'Inglese per sapere di quali territori si tratta... Allo stesso tempo non dovete considerare queste cifre come finali, perchè se conosciamo i Leggionari quanto si conoscono a loro stessi, sappiamo di certo che prima della fine del Concorso ci saranno delle battaglie formidabili e dei cambiamenti sbalordevoli.

Il Sig. John W. Hicks, Jnr., è arrivato a Berlino il 9 settembre, ed al tempo che vi giungerà questa rivista, avrà completato il suo viaggio d'ispezione in Europa e sarà ritornato a New York. Durante questo viaggio importante è stato accompagnato dal Sig. Eugene Zukor.

Questo mese vi presentiamo Ida Lupino, celebre artista inglese, che si trova ora a Hollywood dove farà delle pellicole per la Paramount, dopo essersi guadagnata una nomina senzazionale in Inghilterra. Appartiene alla famosa famiglia teatrale di Lupino. Un' altro avvenimento importante che dobbiamo comunicarvi è che la prima pellicola che Dorothea Wieck farà per la Paramount è "The Cradle Song" (La Canzone della Culla). Crediamo che sarà una delle senzazioni dei nostri tempi. Questa famosa opera del Martinez-Sierra verrà messa in scena con quell' incanto originale che le infuse questo autore

ATIP

The contributions are starting to roll in, and of course this makes us quite happy. It not only adds immensely to the value of the publication, but lightens the job on the editorial shoulders as well.

This should be no occasion for criticism, but we are making it one. The contributions, while excellent in their way, in many cases show a tendency to be reportorial regarding general events in the territory, and to overlook entirely the activities of Paramounteers within the territory.

We can do nothing better in the way of a tip than to refer you to our reply to Japan, printed in last month's issue.

di fama internazionale. Giacchè stiamo parlando dei prossimi successi ci vogliamo fermare un secondo per dirvi che la prossima pellicola della Mae West, "I'm no Angel" (Non sono un angelo) sarà superiore alla sua prima opera "She done him Wrong".

A proposito, sapiate che cinteressa molto a New York sapere dai nostri direttori teatrali se la pellicola "She done him Wrong" è stata passata per più di due ingaggiamenti nei loro teatri. Ossìa, se avete nolleggiato questa pellicola una seconda volta nello stesso teatro, vogliate scrivercelo, indirizzando la vostra comunicazione al Sig. Hicks presso Paramount International Corporation, New York.

Dai rapporti che riceviamo la Settimana Paramount è stata un successo fenomenale nell' Australia, nella Nuova Zelanda, nell' Oriente, e nell' America Centrale. Ci congratuliamo dunque coi Sigg. Clark e Kennebeck e coi loro impiegati nei primi territori, e col Sig. Nathan ed i suoi per i territori dell' America Equatoriale.

"Il Re della Jungla" è stato magnificamente accolto nel mondo intero. Illustriamo questo mese delle trofee che vinse in Italia. Apprendiamo pure che ha rotto tutti i "records" nell' America Equatoriale, come pure nell'India. Queste sono veramente delle notizie ottime. Ricordatevi, vogliamo sempre che ci teniate al corrente dei trionfi della Paramount.

"Il Segno della Crocc" è un' altro

"Il Segno della Croce" è un' altro vincitore di "records." Il Sig. Vincente Saisò, nostro direttore nel Messico ci scrive da quel territorio quanto segue: "Stiamo stabilendo un nuovo 'record' con questa pellicola. Ovunque otteniamo i prezzi massimi, ed abbiamo creato un precedente mostrando la pellicola due domeniche di seguito in tutt' i teatri, una cosa sin' ora mai compiuta.

In questi giorni la Cuba pure sta mostrando il suo valore. Prima la rivoluzione, poi l'uragano, e dopo i famosi cambiamenti politici. Però durante tutto questo tempo il Sig. Pratchett ed i suoi Leggionari facevono il loro dovere. Dopo l'uragano ci telegrafò il Sig G. Moro, nell' assenza del Sig. Pratchett per malattia: "Uffici e Fausto (teatro) okay (in ordine)". Queste quattro parole raccontavono la storia del dovere compiuto, come sempre, nella faccia di gran pericolo.

Abbiamo bisogno delle fotografie dei nostri Leggionari. Quelle che già teniamo sono vecchie, ed a meno che non ci mandiate delle nuove, dovremo usarle quando l'occasione si presenta..

(continued on Page 8)

NOTICIAS INTERNACIONAIS DA PARAMOUNT QUE A TODOS INTERESSAM

(continued from Page 4)

que tem conquistado louvores e feito grande sucesso por toda a parte. Em carta do Mexico, assim se expressa o Sr. Vicente Saisó, gerente daquel departamento: "Temos conseguido grandes resultados com o filme "O Sinal da Cruz", cuja exibição continúa triunfante. Com ele temos feito duas exibições aos domingos, cousa que aqui não se logra com qualquer filme".

Nestas ultimas semanas, Cuba tem exposto a duras provações os Legionarios Paramount que ali trabalham. Primeiro foi a Revolução, depois um furação com os seus costumeiros estragos e ao cabo disso novas transformações politicas. Mas, a despeito de tudo, Mr. Arthur Pratchett e os seus eaes auxiliares continuam na árdua arefa de reconstrucção. Na sua recente visita a Nova York, que por signal coincidiu com o explodir da primeira revolução cubana, recebeu Mr. Pratchett um laconico despacho, que assim dizia: "Escritorio e Fausto em paz". Esse "Fausto" é o teatro da empresa. Por tudo isso se vê que os seus auxiliares velavam-lhe pelos bens.

Necessitamos de novas fotografias los paramounteses de todas as partes. As que temos em arquivo já são basante antigas e preferiamos algumas nais recentes, para o nosso uso. Enretanto, caso não recebamos essa caloporação, que não nos cansamos de pedir, teremos que usar as antigas gravuras de que dispomos. Quanto ás noticias dos centros de exibição, esperamos recebe-las sempre que fôr possivel.

A nova fita de Chevalier "The Way to Love" (Lições de Amor) está completa na sua versão, francesa, que, como antes noticiámos, tem a linda actriz Jacqueline Francell como estrêla. Marcel Vallée, que fez a parte comica, já regressou á França. Com satisfação adeantamos que o filme é uma delicia em qualquer das versões — seja na francesa ou na inglesa. Esse producção foi terminada quando o pessoal do cstudio estava em gréve, o que de maneira alguma alterou a sua esplendida mão de obra, tendo apenas tomado mais tempo na sua filmação.

Mr. Jack Rapoport sahiu da nossa Central a 9 de Setembro para ir associar-se a Mr. John B. Nathan, gerente dos territorios da America Equatorial. Para substitui-lo na nossa Central foi nomeado Mr. Eugene Schosberg, que assim toma a si o serviço de revisão dos filmes, publicidade, etc., que até bem bem pouco esteve a cargo de Mr. Albert Deane. Com esta nomeação, fica Mr. Deane mais livre, podendo dest'arte encarregar-se dos outros ramos das suas actividades, tais como Anuncio, Publicidade, Producção, Censura, como tambem dos trabalhos redaccionais e anuncio.

KENNEBECK'S PUBLICITY FLASHES

John E. Kennebeck helps keep the Blue Ribbon Bunch on their toes by a special mimeograph cable each week. This flash contains the highspots of New York and Hollywood news, with excerpts from important cables sent from Messrs. Shauer and Hicks to Managing Director W. J. Clark. It's a pretty forceful idea and gets grand results in tangible enthusiasm.

PARAMOUNT INTERNA- schwere Zeit hinweggekommen. Als TIONAAL NIEUWS, DAT HET LEZEN WAARD IS.

(continued from Page 4) de film draaide twee Zondagen in elk theater, hetgeen tot nu toe met geen enkele film mogelijk was."

Cuba is voor de aldaar vertoevende legionnaires een toets steen bij uitstek. Eerst de revolutie, daarna een orkaan en bij het ter perse gaan van deze editie hernieuwde politieke verwikkelingen. Doch desondanks doet de Heer Arthur Pratchett alleswat hem onder de omstandigheden mogelijk is, bijgestaan door zijn trouwe assistenten. Na den ontzettenden storm, seinde de Heer D. More — bij afwezigheid van den Heer Pratchett, die door ziekte verhinderd was - laconiek: 'Kantoor en Fausto (theater) geen schade'. Dat kort en bondige telegram vertelde ons meer dan lange briezen, namelijk dat de Cubanen nooit hun plichten verzaken.

Wij verlangen nieuwe kieken van Paramounters. In ons archief hebben we grootendeels zeer verouderde foto's, die we zoo noodig toch zullen moeten gebruiken, als we geen nieuwe ont-vangen. Uit alle hoeken van de wereld komen berichten binnen over den terugkeer van betere tijden. Het is ons onmogelijk al die optimistische kennisgevingen te publiceeren, maar we apprecieeren ze daarom toch niet

minder.

De Fransche editie van Maurice Chevalier's nieuwe film 'The Way To Love' is voltooid en Jacqueline Francell, die de vrouwelijke hoofdrol speelde is evenals Marcel Vallee naar Frankrijk teruggekeerd. De Engelsche, zoowel als de Fransche editie zullen den theaterbezoeker naar onze meening veel genot verschaffen. Vergeet niet, dat beide producties vervaardigd werden tijdens een staking der studio's in Hollywood en de Productie Afdeeling heeft dientengevolge des te meer eer van haar werk.

Om eens te bewijzen, dat filmsterren nog lang in de herinnering blijven voortleven, vermelden wij, dat op 26 Augustus il. den zevenden gedenkdag van zijn overlijden, onder groote belangstelling een Hoogmis gezongen werd voor Rudolph Valentino in de Westminster Kathedraal, in Londen.

Jack Rapoport begaf zich 9 September jl. naar Equatoriaal Amerika, waar hij Paramount vertegenwoordigt met John B. Nathan. De aldus up het hoofdkantoor gevormde vacature is thans ingenomen door Eugene Schosber, die tevens alle Service aangelegenheden behandelt, vroeger waargenomen door Albert Deane. Daardoor kan Albert Deane meer tijd besteden aan Reclame, Publiciteit en Productie Afdeeling zaken, alsmede aan alles, wat de buitenlandsche censuur betreft, terwijl hij tevens lid blijft van den Editorial and Advertising Council.

WICHTIGE INTERNATIO-NALE PARAMOUNT **NACHRICHTEN**

(continued from Page 5)

Die cubanischen Paramountler bestehen eine richtige Feuerprobe. Erst die Revolution, auf deren Fuss der Tornado folgte und das Seine tat, um aus Havana und den übrigen Städten einen wahren Trümmerhaufen zu machen, und all dieses wurde von neuen politischen Unruhen gekrönt. Arthur Pratchett und seine tüchtigen Mitarbeiter sind auch über diese las aclamaciones del mundo entero.

der Tornado sich etwas gelegt hatte drahtete Sr. G. More, da Mr. Pratchett ans Krankenbett gefesselt war, lako-nisch nach New York; "Büro und Fausto (Theater) in Ordnung". Diese fünf Worte bergen in sich den schlagenden Beweis unermüdlicher Pflichterfüllung unter lebensgefahr.

Antiquitäten haben gewiss etwas für sich, aber wenn es sich um Photos von Paramountlern handelt, so möchten wir doch bitten. Die meisten Photos in unserer Kartothek haben bestimmt antiquarischen Wert, und es sollte schliesslich im Interesse eines jeden Einzelnen liegen, uns mit neuen Bildern zu versehen, damit wir, wenn die Reihe an Sie kommt, ein authentisches Bild von Ihnen bringen können.... Täglich laufen anerkennende Schreiben von Paramountlern aus aller Welt ein, die ihrer Freude darüber Ausdruck verleihen, dass jetzt wieder alles der guten alten Zeit zustrebt. Platzmangel verbietet es uns oft alle Zuschriften zum Abdruck zu bringen, aber wir freuen uns über jede Mitteilung.

Die französische Fassung Maurice Chevalier's neuestem Schlager "Wege der Liebe" ist inzwischen beendet worden, und seine Gegenspielerin, die entzückende Jacqueline Francell, sowie der Komiker Marcel Vallee, befinden sich schon wieder im sonnigen Wir sind der ungeteilten France. Ansicht, dass dieser Film in französischer, sowohl als auch in englischer Fassung sich zu einem durchschlagenden Erfolg gestalten wird. "Wege der Liebe" wurde infolge des Filmstreiks unter grossen Produktionsschwierigkeiten hergestellt, und ein jedes Mitglied der Produktionsabteilung verdient höchste Annerkennung.

Dieses Filmruhm ist unsterblich! wurde wieder einmal am 26. August, dem siebenten Todestage Rudolph Valentino's bestätigt, denn in der Westminster Kathedrale in London, wurde für Valentino eine hohe Messe gelesen, und die Kirche war bis auf den letzten

Platz gefüllt.

John B. Nathan hat in Jack Rapoport einen neuen Mitarbeiter gewon-Letzterer verliess die New Vorker Zentrale am 9. September und Eugene Schosberg ist zu seinem Nachfolger ernannt worden. Schosberg übernimmt gleichzeitig alle Service Department Angelegenheiten, die Albert Deane bis jetzt unter sich hatte. Somit gewinnt Mr. Deane mehr Zeit um sich der Oberleitung für Reklame, Propaganda und Produktion zu widmen, wie auch der heiklen Zensurangelegenheiten. Gleichzeitig bleibt Albert Deane Mitglied des Aufsichtsrates für Reklame und Dramaturgie.

NOTICIAS INTERNACION-ALES PARAMOUNT DE LAS QUE VALE LA PENA **ENTERARSE**

(continued from Page 4)

Por noticias anticipadas sabemos que la Semana Paramount ha resultado un éxito completo en Australia, Nueva Zelandia, el Extremo Oriente, la América Central y la región norte de la América del Sur. Corresponde, pues, felicitar a los señores William J. Clark, John E. Kennebeck y al personal que tienen a sus órdenes en los territorios primeramente mencionados; así como también al señor John B. Vathan y sus espléndidos colaboradores de la América ecuatorial.

NOTIZIE DELLA PARA-MOUNT CHE VALGONO LA PENA CONOSCERE

(continued from Page 7)

Da tutti gli angoli del mondo riceviamo dei messaggi esprimendo contentezza col ritorno dei buoni tempi. Non abbiamo lo spazio per pubblicarli tutti, però ci fa piacere di riceverli lo

La versione francese della nuova pellicola di Maurice Chevalier, "Il Modo d'Amare", è finita, e la stella femminile, Jacqueline Francell, come pure il comico principale, Marcel Vallee, sono ritornati in Francia. La pellicola sarà un gran successo sia in Inglese o in Francese.

Una prova che i favoriti del cinematografo non muiono mai si trova nel fatto che il 26 agosto scorso, settimo anniversario della morte di Rodolfo Valentino, fù celebrata una messa cantata per lui nella Catedrale di Westminter a Londra. La famosa

chiesa era gremita.

Jack Rapoport è partito dalla Sede di New York il 9 settembre per assumere le manzioni d'assistente al Sig. Nathan nell' America Cen-John B. trale. Il suo posto a New York sarà occupato da Eugene Schosberg, che assumerà pure la supervisione dei particolari relativi al Reparto di Servizio, già sotto la direzione di Albert Deane. Ciò lascia Deane libero di continuare nelle sue manzioni di Direttore di Annunzi e Pubblicità, e di contatto per affari di Produzione e Censura; continuerà pure come membro del Consiglio Editoriale e del Cosiglio di Pubblicità.



Now that we have been enabled to review the many "Sign of the Cross campaigns in various parts of the world, it is our pleasure to again survey the marvelous piece of display work which characterized the front of the internationally famous Paramount Theatre in Paris at the time that the De Mille epic was presented there. We feel that this unparalleled piece of exploitation display, created under the direction of Andre Ullmann, director of French theatres, has in a great many ways influenced similar displays in many parts of the world, and accordingly we are both pleased and proud to give him and his coworkers credit for their grand showmanship ability.

Presentamos este mes algunos aparatosos trofeos de Italia. Sabemos, por otra parte, que batió todos los records en la América ecuatorial y en India. Éstas son grandes noticias. No se olvide que nos interesa siempre estar al tanto de los triunfos Paramount.

"El Signo de la Cruz" es otra producción de las que baten todos los records. En carta escrita desde México, el gerente don Vicente Saisó se expresa así: "Estamos estableciendo un record con la distribución de esta pelí-Hemos logrado el máximo de alquileres dondequiera, y superado todos los resultados anteriores al conseguir dos exhibiciones de domingo en todos los teatros, cosa que nunca había

sido posible.'

Cuba está resultando en estos días piedra de toque para los Legionarios Paramount. Primero la revolución, después el temporal, en seguida nuevos Pero en medio de cambios políticos. todo ello el señor Arthur Pratchett y su gente siguen firmes en sus puestos, cumpliendo con su deber. A raíz del temporal el señor G. More, que reemplazaba al señor Pratchett durante la enfermedad del último, envió a Nueva York el siguiente lacónico cablegrama: "Oficina y Fausto sin novedad". Breves palabras que eran elocuente expresión del deber cumplido frente al peligro.

Deseamos recibir nuevos retratos de paramountistas. Los que hay en nuestro archivo datan ya de varios años. Pero tendremos que usarlos, en llegando la ocasión, si no nos remiten otros.

Ha quedado terminada la versión francesa de la nueva producción de Maurice Chevalier "El Modo de Maurice Chevalier "El Modo de amar". Tanto la primera actriz Jacon amar". Tanto la primera actriz Jacqueline Francell como el primer actor

cómico Marcel Vallée emprendieron viaje de regreso a Francia. Creemos sinceramente que esta película es deliciosa, tanto en la versión francesca como en la inglesa. La filmación se llevó a cabo en medio de serias dificultades ocasionadas por la huelga que había en los estudios, y juzgamos que el De-partamento de Producción merece los más calurosos elogios por la soberbia energía con que supo sobreponerse a todos los obstáculos.

Prueba de que los favoritos de la pantalla no mueren nunca en el recuerdo de sus admiradores acaba de darla en estos días el gentío que llenó la Catedral de Westminster, en Londres, para asistir a la solemne misa de réquiem celebrada el 26 de agosto por el alma de Rodolfo Valentino.

El señor Jack Rapoport se retiró de la Oficina Central el 9 de septiembre para trasladarse a la América ecuatorial donde prestará sus servicios en asocio del señor John B. Nathan. Para ocupar la vacante causada por el señor Rapoport, nombróse al señor Eugene Schosberg, quien también tendrá a su cargo la revisión de todos los asuntos del Departamento de Servicio que era antes de competencia del señor Albert Deane, quien dispondrá de este modo de más tiempo para continuar ejerciendo la revisión de los asuntos del Departamento de Anuncio, Publicidad y Producción, de la Censura y para seguir en el Consejo de Redacción v Anuncio.



If it's a Paramount Picture. it's the best hashow in town.

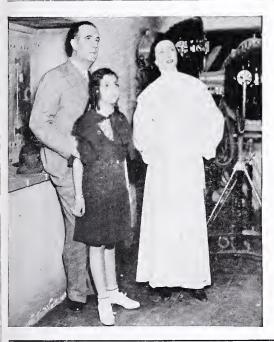
Paramount International News

Vol. 1, No. 5

NOVEMBER 1, 1933

PRICE: Your Conception of Paramount's Good Will

HUNGARY LEADS! 14 OVER QUOTA



Don Jose U. Calderon, outstanding figure in the Exhibitors Union of the North, most powerful cinema circuit in Mexico, was a recent visitor to the Paramount studios. With Don Calderon in the picture are his little daughter and Dorothea Wieck, star of 'Cradle Song'. The occasion of their meeting was during the filming of this master work, and the trio are watching electricians adjusting their hights preparatory to taking one of the final scenes of the picture. The play, which is from the pen of the famous Spanish playwright, Gregorio Martinez Sierra, is Miss Wieck's first starring picture for Paramount.

MAE WEST INDUSTRY'S ALL-TIME SENSATION; BREAKS TOP FIGURES!

Were we so inclined — and were the space limitations on this publication not so rigorous — we might go on from now until half past ten of the evening of Monday December the Eleventh next, detailing some of the records that Mae West's current Paramount picture, "I'm No Angel" has broken.

Instead, we will epitomize these records in the simple statement of fact of what the picture has done, is doing, and will still do at Paramount's theatre at the Crossroads of the World in New York City. This season alone strikes the keynote of the gigantic success achievement of this picture. Here are the facts.

During the first week, which ended at midnight on Thursday, October 19th, a total of 180,000 persons paid for admission to the theatre. During the second week, ending October 26th, which was the time of this publication going to press, an additional 162,000 persons paid for admission.

These facts guarantee a third and a fourth week for the picture.

Many Divisions Change Places

BUT NEW HIGH IN OVER-QUOTA RANKS IS MAGNIFICENT SUCCESS AUGURY

With a superb access of speed which carried them from the top of the Under-Quota Column to the sheer top of the Over-Quota ranks, the Legionnaires of Hungary have with a supreme gesture of confidence in themselves pried the Contest lead away from Mexico and established themselves at the top of the world for the time being.

Even were it nothing else, this achievement is in itself an epic indication of the whirligigs of fate that one can expect in this Contest. Here we have no mere taken-for-granted case of the eventual championship going to that division which first acquires the lead. Last month One-Two-Three read as "Mexico-Japan-Panama." But since then the whirli-

gigs of fate have seen fit to bring about a sweeping change. Next month it will probably be the same thing.

Look, for instance, at what these same whirligigs did to the column of those who have gone over quota and those who are about to go over. Last month there were only eleven over, with twenty-one still to clear the bar:

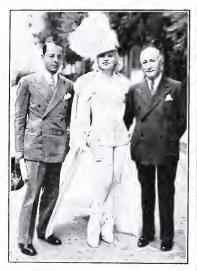
(continued on Page 3)

The EYES
OF THE
WORLD
ARE ON
HUNGARY



Published on the first of every month preceding issue date from the Paramount Building at the Crossroads of the World in New York City, U.S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry.

Vol. 1 November 1, 1933 No. 5



MAE WE PRESENT—?

While our President, Adolph Zukor was in Hollywood recently he posed for very few photos. One of them, we are happy to say, was with Mae West, presently the outstanding Paramount star of all time. Mae is in the attractive costume she wears part of the time in "I'm No Angel," when she has even a lion so open-mouthed that she puts her head between his jaws without marring a speck of her makeup. The third member of the group is Al Kaufman, very well known to so many of Paramount's International Legionnaires.

ABOAF'S SALESMANSHIP SELLS "SIGN OF THE CROSS" PERFECTLY

Without going into the actual tactical details of the manner in which the sales were consummated, we think that the above heading rather effectively sums up Mr. Hicks' praise for the way in which "The Sign of the Cross" was sold in Italy. The details were learned by Mr. Hicks during his recent tour, and we are happy to pass his felicitations to Mr. Americo Aboaf on to the International Legion in this fashion.

NEW ARGENTINE OFFICE

We have been advised by Mr. Fred Lange that a new Paramount office has been opened at Santa Fe, Argentina. The establishment's address is Calle San Martin 3199, and Americo Rosenberger has been named as manager. Such news as this, indicative of our ever-onward expansion, always makes grand reading for Legionnaires.

Our Paramount Legion, More Steadfast Then Ever

Since speaking to you through this column a month ago, I have had the profound pleasure of learning from Mr. John W. Hicks and Mr. Eugene Zukor, through a personal recounting of their survey in England and the Continent, that our Paramount International Legion is more steadfastly a group of high-minded and typically loyal Paramounteers than it has ever been at any time in our history. The two travelling Legionnaires who have brought me this message have recounted it with an enthusiasm which I found to be most inspiring.

One thing that they told me consistently, and which I find pleasing beyond all describing, was that wherever they want they were met with such hospitality, and showered with such kindnesses that they could never hope to thank all of those Paramounteers responsible for their cordial receptions. However, I feel that I have this opportunity of thanking all of you Paramounteers collectively for these kindnesses, and I want you to know that I see in this hospitality a perfect manifestation of that Paramount Spirit which we have generated

throughout our organization over a span of many years.

I find great satisfaction in advising you all, too, that the excellence of the report which Mr. Hicks brought back with him pleases me immensely and convinces me beyond any shadow of a doubt that the enduring manpower of our organization overseas has enabled Paramount to powerfully weather every storm which changing times has produced, and to leave us, as our name both says and implies, Paramount everywhere in manpower as well as in product.

It is perhaps more than significant, also, that Mr. Hicks has returned to Home Office to find Paramount here, far out in the front of industry leadership, with Mae West's picture "I'm No Angel" chalking up such records as this country has not seen in a great many years.

Ty my mind it is most satisfying to find not only that a grand organization, spread over many countries, and comprising diligent and faithful men and women, is functioning superbly abroad, but also that the Paramount brand of super-success which we have carried manfully through storm and stress of many years, is serving here alongside of Home Office as a counterpart to it.

Paramount just cannot help being Paramount while its ranks comprise such grand International Legionnaires as we have with us today. Eme E. Shaver

"CRADLE SONG" IS MAGNIFICENT FILM WITH MAGNIFICENT STAR

We are sincere in our belief that "Cradle Song" is the most magnificent drama of mother-love that Paramount or any other company has ever made. We do not wish to go into extravagant praise of so sublimely moving a film, and will content ourselves for the moment with this simple but straight from the heart statement.

It is a tribute to our Production Department — and a fact for which we must all be supremely thankful — that Dorothea Wieck, in her first picture for Paramount, should have been so superbly cast. With this memorable beginning she takes immediate rank with the greatest stars of the screen, of all time.

You will see "Cradle Song" as soon as it is humanly possible to get your prints to you.



BEAUTY WINNERS DEPART. When Brian Norman and Gwen Munro were ready to leave Sydney for Hollywood after having won one chapter of Paramount's "Seareh For Beauty" Contest, they were given a luncheon by Paramount Managing Director William J. Clark. Above is a partial glimpse of the function, and in the group, which did not bear the names of those Paramounteers, publicity men and exhibitors present, we recognize William J. Clark, at left of Miss Munro (with white hat); James A. Sixsmith, John E. Kennebeck, Mel G. Lawton, S. O. Herbert, Chales E. Gatward, Fed Gawler, Hermann E. Flynn, Frank Deane, Arthur W. O. Naylor, Len Jones, Tom Hurney, Roger A. Logan.

PARAMOUNT WEEK

September 3rd to 9th.

Your Guide To Entertainment.

Watch For The Opening Dates
SINGAPORE.



On another page we pay tribute to the magnificent Paramount Week work done by the Paramounteers in Singapore and adjacent territories. Above we reproduce (in a fashion which does not permit your reading the type, we admit) a full page advertisement from the Singapore "Sunday Tribune." This lists all of the theatres in the territory which celebrated Paramount Week. We also have word to the effect that the Season was very successful from the business standpoint.

BEATS ALL!

"Too Much Harmony," which is Paramount's current musical triumph, is stacking up attendance records in the United States comparable only to those miracle days of 1926, '27, '28, '29. At the Paramount Theatre in New York, the attendance records are level with those of the opening weeks of the theatre.

VICE PRESIDENT JOHN W. HICKS, Jnr. SPEAKS Hungary Leads: 14 Over GLOWINGLY OF PARAMOUNTEERS ABROAD

This month we are delighted to give you a few of the sidelights on his recent European survey, made by John W. Hicks, Jnr., Vice President of Paramount International Corporation. Mr. Hicks, who was accompanied on his trip by Eugene J. Zukor, arrived back in New York City at the time when our last issue of this magazine was about to go to press.

Approximately five weeks were spent in London by these executives, during which time one of the most important deals in the history of our organization was consummated. This stay in the British capital gave Mr. Hicks a grand opportunity to renew acquaintance with his many friends in Managing Director John Cecil Gra-ham's peerless Bulldog Division. It was only a few years ago that Mr. Hicks in Australia and General Sales Manager Montague Goldman of the British Division were exchanging sales challenges over the twelve thousand miles separating London and Sydney. Challenges they were, but they served to knit these farflung divisions of our International Legion still more closely together.

And it was good, relates Mr. Hicks, to be right there at first hand with such grand chaps as Harold Walker, Earl St. John, the generalissimo of Paramount's perfect chain of British cinemas; and with R. Gittoes-Davies and John Armstrong, in charge of Paramount's general and theatre publicity and advertising respectively. While he was there, many of the Paramounteers in the British territory visited London, among them Ben Simmons, Ike Collins, John Corper, J. G. Bell, D. Gilpin, C. C. Coles, H. D. Nisbet and John Hamson. Oswald H. Cohen, the London manager, was of course on the spot all of the time and was thus able to see Mr. Hicks frequently.

Mr. Hicks also followed his invariable practice of meeting every member of the organization that it was possible for him to meet, and he wishes this opportunity to be taken of thanking all of those who contributed so generously towards making his stay with the British Division so extremely pleasant.

From London he crossed to Holland where he found Manager Peereboom



and his Dutch Legionnaires in the cheerful surroundings of a well established Paramount organization, doing a fine business and looking forward with unconcealed glee to the forthcoming great Paramount pictures.

Thence to Berlin, in company of course with Eugene Zukor. Here three days were spent with General Manager Gus J. Schaefer and his staff, discussing matters of definite importance, in the meantime looking Berlin and its theatres over. Here also they were



JOHN W. HICKS, Jnr.

joined by General Representative in Continental Europe, I. Blumenthal, who took part in the discussions and then returned to Paris. On from Berlin to Prague, Mr. Schaefer accompanying them, there to be met by Branch Manager Rudolf Jellinek.

Time being of the greatest importance, Mr. Jellinek accompanied them to Vienna, the train time being used most effectively for conference. Vienna brought the travellers up with Branch Manager A. Lichtschiendl, and here as in Prague, Messrs. Hicks and Zukor met as many of the local Paramounteers as time and circumstances permitted.

Budapest next, with Branch Manager Louis Foldes and his Paramount-Thence to Venice, and on to Rome, where Managing Director Americo Aboaf met them and was their host for three days, during which conferences of the utmost importance took place.

And so on to Paris, with which city however much had already been transacted from London by means of telephone, and frequent Channel crossings by Mr. Blumenthal. Here conferences saw the finalization of important decisions with regard to the Paramount Studio at Joinville, where activities are now in full swing; impor-tant meetings with Managing Director David Souhami, General Sales Manager Henri Klarsfeld, and their splendid sales staff; and also with Andre Ullmann, who has made Paramount's chain of theatres the pride of France and Belgium. (Earlier it should have been mentioned that Messrs. Hicks and Zukor travelled south from Amsterdam to visit Paramount's theatres in Antwerp and Brussels). The travelling conferenciers also had meetings in Paris with Messrs. Ralph Knapp, Frank Farley and Robert A. Kreier.

On, then, to Cherbourg, where they boarded the Empress of Britain, re-turning to New York by way of Quebec and Montreal, thankful for the results accomplished by the trip, but above all happier than words could tell for the fact of having met so many Paramounteers on their field of commercial endeavor, and seeing at first hand the indisputable fact that we have the grandest organization of them all.

Quota; Many Divisions Change Places

(continued from Page 1)

this month the figures show that fourteen are over now, and the number still to make the leap has been reduced to eighteen.

You never can tell - or to be more correct, you can tell, if you happen to be on the spot and see the way the local figures are going. At least then you can tell why, for instance, Hungary should have made a prodigious leap ahead in business to have advanced from 12th to 1st., and why Norway must have doubled and redoubled efforts in order to advance from 8th to 2nd. Of all places, Mexico must know of the great achievements of the foregoing territories, for the Central American republic has had to cede places to both of them in order to now be 3rd.

Space limitations alone preclude our mentioning all of the changes in positions which have taken place, but we do think that especial mention is merited by those divisions which have made the precious leap from Below-Quota to that grand haven of achieve-ment above. Latvia is one of the best leapers of the month, advancing from 23rd. (below the line) to 12th, above the line. And Austria, which division has made a ten-point gain from 24th to 14th. Sweden is another one of the stratospheric divisions, going into the high place of 10th from 18th. Denmark, another of the Scandinavian stratospherics soared from 13th to 8th, amidst definite plaudits.

And now that you are all so assured that the low-spot of today can be the high-spot of tomorrow, we do most sincerely look for a recurrence of intra-division rivalries friendly contests which so enlivened our Legion 'battles' of a few years ago. We cannot, for instance, contemplate the other three Scandinavian divisions allowing Norway to get away with this lead for long; and we are just as certain that Colombia isn't content to see Mexico retaining third position, unless of course Colombia covets either first or second.

If we had only just one teeny little challenge between two Divisions there's hardly any telling what we would do with it. But we do know that it would add a lot of space to the Contest, which already has pro-vided proof positive of being the greatest we have ever engaged in.

ANNOUNCEMENT BOOKS

One of the real pleasures always anticipated by Home Office executives in New York is the receipt of the publications announcing Paramount product, and issued by various countries. The pleasure is experienced not alone from looking the books over, but also from passing them along to executives in other departments and eventually to the Studio in Hollywood, where they are always read by production executives and stars with the greatest of interest.

We have lately had the satisfaction seeing excellent announcement books from Spain and Germany, and it is our privilege here to congratulate all of the Paramounteers in these two divisions responsible for the books on their unmistakable skill in layout, and their surefire advertising taste in devising the selling copy.

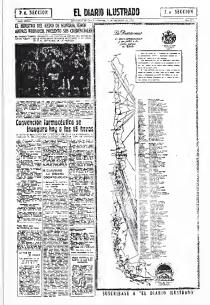
How You All Stand as of September 1933

Those Over-Quota

HUNGARY	. lst
NORWAY	2nd
MEXICO	. 3rd
PORTO RICO	. 4th
COLOMBIA	
PANAMA	6th
PHILIPPINES	.7th
DENMARK	. 8th
JAPAN	.9th
SWEDEN	
CHILE	
LATVIA	12th
GREAT BRITAIN	13th
AUSTRIA	14th

Those Near-to-Quota

	•	
Peru	 	15th
India	 	16th
Finland		
Guatemala .		
Poland		
China		20th
Germany		.21st
Holland		22nd
Argentine .		
Spain	 	24th
Australia .	 	25th
Brazil		
Roumania .		
France		
Italy	 	. 29th
Jugo-Slavia	 	30th
Cuba		
Czecho-Sloval		



One of the most unique and at the same time one of the most effective institutional advertisements yet devised is this full-page depth, seven-column newspaper ad created by Benito del Villar, Managing director for Paramount in Chile, Peru and Bolivia. Alongside of the large map of Chile are the names of theaters in that country together with the films they were playing on Sept. 17th. The record shows that nearly all of them were playing Paramount product. The ad, published adjacent to a story about the President of the Republic, attracted widespread attention.

LLANTE LA SITUATIÓN DE LA PARAMOUNT

Buena parte del importante hecho que arriba se anota quedó confirmada recientemente durante la jira europea del señor John W. Hicks, Jnr., vicepresidente de la Paramount International Corporation. El señor Hicks estudió muy a fondo la organización de la Paramount en cada uno de los países donde estuvo, y ha quedado más convencido que nunca de que contamos con la mejor organización del

En lo que hace a los Estados Unidos la situación es igualmente halagadora. Nuestro departamento de producción funciona espléndidamente; de lo cual resulta que se batan records a derecha e izquierda con películas como "No soy un ángel", interpretada por Mae West, y "Cocktail Musical", alegre vrest, y "Cocktail Musical", alegre producción lírica con Bing Crosby. Hay una serie internal Hay una serie interminable de grandes obras por presentar, las cuales serán motivo de satisfacción y regocijo para ustedes.

De todas partes del mundo continúan llegando excelentes noticias acerca de "El Signo de la Cruz". Esturenda hazaña relacionada con esta película es la que anuncian de Italia, donde el señor Américo Aboaf, encargado de las actividades de la Paramount, llevó a cabo, en conexión con este film, la venta más sobresaliente del producto Paramount que se haya registrado en nuestra organización.

Nueva York desea recibir cuanta evidencia de actividades relacionadas con la explotación pueda enviársele. Las queremos para hacerlas circular en la organización y para darles publicidad en los periódicos del gremio.

Si no lee usted inglés, sírvase no descuidarse en buscar quien le traduzca el editorial del señor E. E. Shauer que aparece en este número. Es sumamente interesante.

Australia celebró recientemente importante congreso anual. El directorgerente señor William Clark, en nombre de la organización australiana, prometió al señor Hicks, de Nueva York, el record mayor de éxitos de cuantos se han conseguido en Austra-

(continued on Page 8)



JERRY SUSSMAN in the role of Jerome P. Sussman as a famous Mexico City newspaper cartoonist sees him. You will note that Jerry's inamorata in the Mexican is none other than Betty Boop.

PARU MEILLEURE A **PARAMOUNT**

Ce fait important trouve sa preuve dans la récente visite en Europe de M. John W. Hicks, Jr., vice-président de Paramount International Corporation. Il a fait une étude approfondie de l'organisation Paramount dans chaque pays qu'il a visité et il est plus que jamais convaincu que nous possèdons la plus splendide organisation au monde.

Plus près du Carrefour du Monde, et nous entendons par là Times Square à New York, la situation est tout aussi heureuse. Notre Départede la Production fonctionne magnifiquement, avec le résultat que des records sont battus de droite et de gauche avec des films comme "I'm No Angel", de Mae West, et "Too Much Harmony", la joyeuse production de Bing Crosby. Il y a encore une série infinie de grands films à venir et vous aurez tout lieu de vous réjouir.

D'excellentes nouvelles concernant "The Sign of the Cross" continuent à nous parvenir de toutes les parties du monde. Un des grands succès relatifs à ce film, est signalé en Italie où M. Americo Aboaf qui a la direction des affaires Paramount, a enregistré pour cette production les ventes les plus remarquables que notre organisation ait jamais connues pour les productions Paramount.

New York désire connaître tous les détails que vous pouvez envoyer sur votre activité en ce qui concerne l'exploitation. Nous vous les demandons pour les circuler dans toute notre organisation et les signaler dans notre revue professionnelle.

Si vous ne comprenez pas l'anglais, veuillez ne pas manquer de vous faire traduire l'article de fond de M. E. E. Shauer paraissant dans ce numéro. Il est d'un puissant intérêt.

L'Australie a récemment tenu son importante convention annuelle, et M. William Clark, directeur-gérant, au nom de notre organisation là-bas, a promis à M. Hicks à New York, le plus grand record de succès dans l'histoire de notre exploitation en Au-

Il vous intéressera probablement de savoir que le film "A Bedtime Story" de Maurice Chevalier a été considéré dans l'Inde, comme le meilleur film de l'étoile franco-américaine depuis des années.

Nous venons justement d'apprendre que la Division Scandinave a célébré cette année la Semaine Paramount sur une grande échelle. Les collaborateurs de M. Carl P. York ont accompli des merveilles et nous disent maintenant qu'ils sont prêts pour la Célébration Internationale Paramount de l'année prochaine et s'y mettront avec entrain.

Nous avons une superbe production Claudette Colbert dans "Torch Singer", et comme nous nous attendons à un grand succès partout, nous profitons de l'occasion pour vous dire ce que c'est qu'une "Torch Singer". C'est une chanteuse qui interprète les "chansons de la torche". Dans ces chansons, d'une alure sentimentale et mélancolique, la femme se demande ce qu'est devenu l'homme qui l'aimait, et on les appelle des chansons de la torche parce que l'on se figure que la femme qui erre d'une place à l'autre porte en son coeur une torche pour éclairer son chemin dans la recherche de son amour perdu. A propos, ce film plusieurs très belles chansons.

NUNCA FUÉ MÁS BRI- LA SITUATION N'A JAMAIS OS TEMPOS MOSTRAM-SE NOG NOOIT HEEFT PARA-PROMISSORES PARA A **PARAMOUNT**

Uma das razões que nos levam a assim pensar liga-se aos resultado da viagem de inspecção e estudo que Mr. John W. Hicks, Jr., vice-presidente da Paramount International Corporation, fez há pouco á Europa. Mr. Hicks fez um estudo da organização da Paramount nos paises que visitou, tra-zendo dali a melhor das impressões.

Emquanto isto, na nossa matriz e nos estudios crescemos de actividade. O nosso departamento de producção acaba de lançar o novo filme de Mae "Santa, eu não sou!" West. angel), que tem feito estrondoso sucesso, assim como "Cocktail Musical" (Too Much Harmony), com Bing Crosby e um grupo esplendido de ar-Muitas outras producções de valor estão a caminho do centro de exibição.

Continuamos a receber esplendidas noticias do exito mundial do "Sinal da Cruz". Na Italia, por exemplo, o filme fez a maior renda até agora ali obtida, como nos diz Americo Aboaf, encarregado dos negocios da Paramount naquele territorio.

Mais uma vez repetimos: torna-se imperioso que os senhores agentes e exibidores nos remetam todos os informes, fotografia, etc. sobre o lançamento dos filmes nos seus territorios, para que possamos disso fazer menção na nossa revista.

Insistimos na necessidade de lêrem os senhores agentes os artigos de Mr. Shauer, na nossa pagina de frente. O deste mês merece toda a atenção. Quem não puder lê-lo no original deve mandar fazer dêle uma traducção.

Mr. William Clark, director da divisão paramountesa da Australia, comunicou a Mr. Hicks, na nossa matriz, que a Australia fará este ano todo o esforço possivel para estabele-

(continued on Page 8)

M. Eugene J. Zukor saisit cette occasion pour remercier très sincèrement tous les Paramountais d'Angleterre et Europe pour la grande amabilité qu'ils lui ont témoignée pendant sa visite en compagnie de M. Hicks.

Encore des informations de premier ordre sur "I'm No Angel". Ce film va rester plusieurs semaines au Théatre Paramount à New-York, et il rapportera plus en sa première se-maine qu'aucun autre film n'a rapporté depuis l'ouverture de ce théatre, Dans de nombreuses villes dans le pays entier on a dù ouvrir plusieurs theatres fermés afin d'admettre les excédents de spectateurs.

Nous apprenons de source privée du Studio que "Cradle Song" est le film dramatique le plus prenant que Paramount ait jamais tourné. Vous en recevrez pas mal de nouvelles pendant ces quelques prochaines semaines.

Nous publions dans ce numéro un cliché représentant M. Adolf Zukor et M. Al Kaufman photographiés avec Mae West. Cette photographie a été prise pendant la longue visite que notre Président a faite sur la côte du Pacifique. Vous apprendrez certainement avec plaisir qu'il s'est complètement remis de sa récente maladie.

Vous verrez aussi la photo des quatre principales personnalités de la production de "Design For Living". Ce sont Fredric March, Gary Cooper et Mirriam Hopkings, les étoiles, et Ernst Lubitsch, metteur en scène. Voilà une nouvelle preuve de la valeur des étoiles Paramount.

MOUNT ER ZOO GOED VOORGESTAAN

Het bovenstaande opschrift bleek steekhoudend door hetgeen de Heer John W. Hicks, Jr. Vice President van de Paramount International Corporation, op zijn jongste Europeesche rondreis heeft waargenomen. Hij heeft de Paramount organisatie in elk land, dat hij bezocht, grondig bestu-deerd en is meer dan ooit overtuigd, dat wij de grootste film organisatie der wereld hebben.

Dichter bij de 'kruiswegen der wereld' - zooals men in Amerika het kruispunt van de 42e straat en Broadway noemt - zijn de ingekomen berichten even heugelijk. Onze productie afdeeling breekt alle records met films als Mae West's "I'm No Angel" (Ik ben geen Engel) en als Bing Crosby's revue "Too Much Harmony" (Te veel Muziek). Hieraan zouden wij een oneindige reeks nieuwe schlagers kunmen toevoegen.

Opbeurend nieuws betreffende de distributie van 'Het Teeken des Kruizes' bereikt ons nog steeds van uit alle hoeken der aarde. Americo Aboaf, de directeur der Italiaansche divisie, heeft met deze imposante film een record distributie behaald.

Het hoofdkantoor zal toezending van alle mogelijke bewijsstukken aangaande Uw exploitatie activiteiten op prijs stellen. Wij gebruiken die ter circulatie in onze organisatie en voor het publiceeren in vakbladen.

Als U niet Engelsch kunt lezen verzoeken wij U het artikel van den Heer E. E. Shauer op pagina 1 voor U te laten vertalen. Het is van bui-

tengemeen belang. Australie heeft onlangs een jaarlijksche conventie gehouden en de Heer William Clark, directeur der Australische divisie heeft den Heer Hicks een record jaar beloofd.

Het zal U waarschijnlijk interesseeren te vernemen, dat Maurice Chevalier's film 'A Bedtime Story' Britsch- Indie de beste Chevalier film der laatste jaren beschouwd wordt.

Wij hebben juist vernomen, dat de Scandinavische divisie, de 'Paramount Week' dit jaar met enorm succes heeft gevierd. Carl P. York's medewerkers kunnen in alle opzichten tevreden zijn over hun prestaties en zij hebben reeds te kennen gegeven, dat de vol-gende 'Paramount Week' evenveel of nog meer succes zal hebben.

Wij hebben een buitengewoon goede Claudette Colbert film, getiteld 'Torch Singer' en omdat wij veel van deze film in het buitenland verwachten, verdient het aanbeveling U uit te leggen, wat een 'Torch Singer' is.

Een 'Torch Singer' zingt 'Torch' (Fakkel, of Toorts) liedjes. Dit zijn sentimenteele liedjes, die op klagenden toon voorgedragen worden en al die Toorts Liedjes gaan over een vrouw die aan de liefde van een vroegeren echtgenoot of minnaar terug-denkt, en met een Toorts in haar hart tevergeefs naar die liefde zoekt. In deze film 'The Torch Singer' komen een aantal pakkende Toorts Liedjes voor.

Eugene J. Zukor verzoekt ons in deze editie zijn dank te betuigen aan alle Paramounters in Engeland en continentaal Europa, die hem op zijn reis in gezelschap van den Heer Hicks, zoo welwillend geholpen hebben.

Nog meer nieuws over "Ik ben geen Engel". Deze film zal eenige weken geprolongeerd worden in het Para-(continud on Page 8)

By Reg. Kelly

General Sales Manager William Hurworth is back from a transcontinental trip which took him over to Perth. While there he conferred with Branch Manager George Nacard, who has been doing great business, part of which was of course the sensational season with Mae West's "She Done Him Wrong."

Bill Wylie, of the Customs Department, is the father of a bonnie boy. Not forgetting the Mother, of course, we offer sincerest congratulations to

Mr. and Mrs. Wylie.

Salesman Harry Hill of Perth never fails to make every contract a one hundred percent transaction by the inclusion of an ad sales order. Especially true with "The Sign of the Cross.

The Paramount Club of Sydney had a most enjoyable outing recently in the form of a motor trip to Narellan. The arrangements were faultlessly carried out by Advertising Manager Hermann E. Flynn. A cricket match was played and Roy Howard, of the Customs Department, took batting honors.

Branch Manager George Nacard is

the latest Paramounteer to turn his hand to radio. He recently gave a series of talks on "The Sign of the Cross" over Station 6ML, Perth.

"She Done Him Wrong" enjoyed its Australian premiere at the Grand Theatre, Perth, where it played a sensational season. On the opening two days the picture was greeted with one of the most terrific storms Perth has witnessed in years, still the picture did over capacity business. Other houses with attractive bills played to less than fifty percent average business. Preparations are already under way for the picture's Sydney season at the Regent Theatre, preceded by a gigantic publicity campaign.

"The Sign of the Cross" completed a record-breaking season in Brisbane for Paramount Week. Bob White, Exploitation Manager, was instrumental in putting over a smashing campaign. The opening day's figures eclipsed all figures grossed by any other theatre in Australia on that day.

Albert Nicholas, Melbourne Ad Sales Manager, and Max Lovett, in charge of Sydney Ad Sales, are having a privately staged contest to see which Branch will sell the greatest number "The Sign of the Cross' couriers before the end of the year. Both boys hope to reach the half million mark.

Members of the Blue Ribbon Bunch have always been conspicuous in Paramount Week Drives, but this year they put up one of the best performances on record. Despite adverse conditions, figures returned for this Paramount Week almost constituted a record. Three Branches, Launceston, Brisbane and Perth, topped the special Quota set in Film Rentals, whilst in Ad Sales, five out of seven Branches returned Quota for the week. It was a great performance.

In the exhibition field, theatre managers displayed greater enthusiasm this year for Paramount Week than ever before. A record number of theatres entered for the Paramount Week Exploitation Shield Contest which is conducted annually to determine the best campaign put over for Paramount Week.

SO GUENSTIG WIE JETZT

Die obige Feststellung musste John W. Hicks Jr., der Vizepräsident von der Paramount International Corporwährend seiner europäischen Inspektionsreise immer wieder machen. Er stattete einer jeden euro-päischen Zweigstelle einen Besuch ab und ist heute mehr denn je von der Ueberzeugung durchdrungen, dass unsere die bestaufgezogenste Organisation der Welt ist.

dieser Seite des Aber auch von grossen Teiches lässt sich viel Er-freuliches berichten. Unsere Produktionsabteilung arbeitet blendend, mit dem Resultat, dass allerwärts neue aufgestellt werden. Kassenrekorde Filme wie Mae West's "Ich bin kein und Bing Crosby's "Zuviel Engel" Harmonie" tragen erheblich zu diesen Erfolgen bei, und es befinden sich ausserdem eine Menge Filme in Arbeit, die unbedingt Lorbeeren ernten werden.

Immer noch reisst die Kette des Lobes über "Im Zeichen des Kreuzes" nicht ab. Die verblüffendsten Rekorde erzielte Italien mit diesem Bild, und es gelang Direktor Americo Aboaf Verleihrekorde aufzustellen, die einzigartig in der Geschichte unserer Auslandsabteilung sind.

Die New Yorker Zentrale erbittet dringend alle Berichte über neue wirksame Propagandaideen, zwecks Weiterleitung an solche Filialen, die manche Filme erst bedeutend später herausbringen. Es wird ausserdem beabsichtigt, alle erfolgreichen Verleihmethoden in den hiesigen Fachzeitschriften zu veröffentlichen.

Sollten Sie der englischen Sprache nicht mächtig sein, so möchten wir raten, dass Sie sich den äusserst interessanten Leitartikel von Mr. E. E. Shauer verdeutschen lassen, welcher wertvolle Nachrichten enthält.

Australiens neue filmsaison steht im Zeichen von Mr. Hicks Jr., der ja jetzt seinen Sitz nach New York verlegt hat. Auf der kürzlich stattgefundenen Jahresversammlung versprach William Clark, der Leiter Australiens,

(continued on Page 8)

PARAMOUNT

Mycket av detta beror på vice- di-rektören John W. Hicks, Jr av Para-mounts Internationella Corporation, nyligen fullbordade Europeiska vistelse. Han gjorde ett ingående studium av Paramounts organisation i vartenda land han besökte. Och han är mer än någonsin övertygad om att vi har världens mest storartade organisation.

Nyheterna äro lika glädjande närmare världen centrum. (The Cross-roads of the World). Vårt inspelnroads of the World). ingsdepartement går för fulla segel med det resultatet att alla gamla rekord brytes varje vecka med sådana filmer som Mae Wests: "I am no an-gel" och Bing Crosbys glada lustspel "Too Much Harmony". Det kommer en oändlig rad av lika stora filmer för att glädja vårt hjärta.

Från alla världens hörn få vi un-derbara nyheter om filmen "The Sign of the Cross". Från Italien rapporteras ett makalöst resultat om denna Vår chef i Italien, Americo Aboaf, som omhändertager Paramounts affärerna där, gjorde en av de mest storartade försäljningar av Par-amounts filmer i samband med "The Sign of the Cross" — som vår organisation någonsin hört talassom.

Vi önskar få alla fakta om annonsering etc som ni möjligen kan sända -vi önskar det för att cirkulera det genom hela vår organisation och för att använda det i vår tidning.

Om ni inte kan läsa engelska godhetsfullt begär en översättning av Mr. E. E. Shauers artikel i detta nummer. Den är kollosalt intressant.

Australien höll nyligen sitt årliga sammanträde och verkställande direktören där, William Clark, tillskrev oss i firmans namn att försaljningen där har brutit alla rekord i Australiens historia.

Det kanske intressear er att veta att Maurice Chevaliers film "A Bed-time Story" anses i Indien som den bästa film de haft där för åratal.

Vi har just blivit underrättade om att den Skandinaviska avdelningen

RANDOM NOTES ON THE NOCH NIE WAREN DIE TIDERNA HAR ALDRIG hade en stor fest till följd av ParaBLUE RIBBON BUNCH ZEITEN FUER PARAMOUNT VARIT BÄTTRE FÖR ning och låter oss veta att de allaredan äro färdiga för en lika stor internationell fest av Paramount veckan nästa år.

Vi har en underbar Claudette Colbert film. "The Torch Singer", och vi väntar att den skall bli en oerhörd stor success överallt. Den kommer att visa världen vad en "Torch Singer" är. Hon sjunger vad som kallas fackel sång. Dessa äro sånger av en smula sentimental natur i vilken en kvinna undrar, vad som hänt med den man hon brukade älska. Och dessa sånger kallas "fackel sånger", därför att kvinnan är förmodad att flacka från

(continued on Page 8)

MAI I TEMPI SONO STATI MIGLIORI PER LA **PARAMOUNT**

Molti dei fatti particolari che registriamo piu' sotto sono il risultato del recente viaggio compiuto in Europa dal Vice Presidente John W. Hicks Jr. della Corporazione Internazionale Paramount.

Egli ha compiuto uno studio completo della organizzazione Paramount in ogni paese da lui visitato ed e' ora piu' che mai convinto che noi possediamo la maggiore organizzazione del

genere, esistente al mondo.

presso al punto dove convergono le strade del mondo la situazione davvero confortante. Il nostro Dipartimento di Produzione funziona magnificamente, con il risultato che tutti i "records" del genere sono stati superati e distanziati, a destra ed a sinistra, dal successo di films quali "Io non sono un angelo" con Mae West e la gioconda opera cinema-musicale di Bing Crosby "Troppa Armonia". ancora tutta una serie interminabile di altre cose belle, addirittura fantastiche, a dare una grande gioia ed una vera soddisfazione al nostro cuore.

Notizie straordinarie ci son poi per "Il Segno della Croce" da ogni parte del mondo e sempre con un crescendo in aumento. Uno stupendo risultato e' riferito relativamente a questo film dall 'Italia, dove Amerigo Aboaf, che sovrintende alle attivita' della Paramount, ha compiuto una della piu' notevoli vendite dei prodotti della Paramount che mai siano stati ot-tenuti, nei riguardi di questo film.

New York desidera tutte le prove delle vostre attivita' di piazzamento che voi possiate mandare. Noi le vogliamo per la pubblicita' attraverso la nostra organizzazione e per usarle

nei giornali di commercio.

Se non conoscete l'inglese, chiedete una traduzione della pubblicazione di Mr. E. E. Shauer in questo numero. E' del massimo interesse. L'Australia ha recentemente tenuta una importante convenzione annuale ed il rettore Amministrative William Clark, a nome e nel l'interesse di quella organizzazione, assicuro' il Signor Hicks in New York del piu' alto "record' di successi nella storia del l'Australia.

E sarete certamente interessato a conoscere che il film di Maurice Chevalier "Racconto dell 'ora del letto" e' stata giudicata dall 'India la migliore produzione di Chevalier da anni in poi. Abbiamo or ora appreso che la Divisione Scandinava ha celebrato la Settimana della Paramount su vasta scala. I ragazzi e le fanciul-le di Carl P. York diedero una mera-

(continued on Page 7)

Thanks to the Men and Women Paramount's International Legion



The Sun Never Sets on the Paramount Trade Mark

SPAIN'S EXPLOITATION WORK MERITS GREATEST PRAISE

Always a land of fiery go-getters, Spain seems to have exceeded all past efforts with marvelous exploitation on "A Bedtime Story" and "The Sign of the Cross." Illustrated in this eolumn is one of the stunts on the Chevalier pieture, wherein four impersonators of the French star wheeled perambulators containing wax babies through the main streets of Barcelona, the leader of the procession being an excel-



lent Chevalier mimic. The eampaign also included a series of eutout heads of the baby star, hung on automobile door-handles.

"The Sign of the Cross" eampaign for the pieture, which also played at Paramount's spectacular Coliseum Theatre, included the painting of the title of the film on the sail of a sehooner which traversed Barcelona's beaches and was viewed by at least 250,000 persons daily.

Both eampaigns, carried out under the direction of Managing Director Messeri, were executed by A. Perez Zamora, Spain's chief of publicity.

NOTE FROM INDIA

Manager Charles B. Ballance out in Calcutta found the Indian audiences so enamored of Chevalier's recent picture, that he cabled to New York:

ture, that he cabled to New York:
RELEASED BEDTIME STORY
CALCUTTA. FINE RECEPTION.
FILM AN EXCELLENT ASSET AS
CONSIDERED BEST CHEVALIER
IN YEARS.

TOM COCHRANE, Jr.



Here we are proud and happy to present an exclusive picture of Tom Cochrane, Jr., splendid son of Tom Cochrane, director of Paramount's destinies in the Japanese Empire. This picture was taken in Tokyo quite recently when the youngster was one month old. He is now enroute to America, his Paramount Dad.

PARAMOUNT BUYS TWO FAMOUS SONGS

The theme song of "Three Little Pigs", which bears the foxy title of "Who's Afraid of the Big Bad Wolf" has been bought by Paramount and will be heard in the Marx Brothers picture, "Duck Soup." Paramount has also bought all rights to the popular song, "The Last Round-Up" and will use it in "The Border Legion."

MESSERI FORECASTS

Spain flashes across with a raft of grand news items this month. You'll find them scattered through the pages. And here's another: We loaded the mails with pictures of Charlotte Henry as soon as this grand little actress was picked for the title role in "Alice In Wonderland." These glimpses of the girl so impressed Legion Leader Messeri of Spain that he wrote us as follows:

us as follows:
"Terrifically impressed by
this selection. If these stills
are any criterion, Miss Charlotte Henry is scheduled to be
developed by Paramount as a
next Mary Pickford. As soon
as you see the production,
please let me know how close
my forceast comes to reality."

Mae West's version of the cast of any Mae West picture, briefly listed: "Sex of one; half-a-dozen others".



"DESIGN FOR LIVING"

Ernst Lubitsch (Eyes right, Ernst) certainly gathered a grand cast for his production of Noel Coward's "Design For Living." Here they are with the great Paramount director, Gary Cooper, Miriam Hopkins and Fredric March. Advance word from the studio is to the effect that Paramount has another world-winner in "Design For Living."

THAT BLUE RIBBON BUNCH OF AUSSIES IS WHOOPING IT UP AGAIN

October Eleventh witnessed another of those sparkling Blue Ribbon Conventions in Sydney, following which Managing Director William J. Clark cabled Mr. Hicks in New York as follows:

"Paramounteers in convention send greetings to you and home office excentives with pledge of greatest efforts ever extented in sale of next year's product. Announcement of 'Alice In Wonderland' as possible Christmas attraction cheered. All enthusiastic over new product, Regards."

That's the kind of spirit that just will not be gainsaid — and with the product coming through as magnificently as we know to be a fact, and with "Alice In Wonderland" for terrific additional impetus — we know that the Blue Ribbon Bunch are telling nothing other than the grand and glorious truth.

NEW AUSTRALIAN PRESS SHEETS

Getting certain patterns from the American product, but achieving much that is also original, Australia has produced a new style of press book that we feel is going to be of inestimable value to the exhibitors of that part of the world. According to Director of Advertising John E. Kennebeck, the credit for the new series of books belongs to Advertising Manager Hermann Flynn and his assistant, Harold Pike.

SINGAPORE'S FINE PER-FORMANCE

Jack Groves, Paul Verdayne and their co-workers in Java and Straits Settlements were very much to the fore during the recent Paramount Week. Jack has advised Managing Director William J. Clark that the Singapore Branch sold every possibility for Paramount Week. In addition to three Singapore first run houses, 34 country theatres were sold for the Week.

SAUL JACOBS IS GUATEMALA MANAGER

Announcement is made by Vice President John W. Hicks, Jnr., that Saul Jacobs, following a brief stay in the Cristobal (C.Z.) office, has been appointed Manager in Guatemala, from whence he will direct Paramount operations in San Salvador, Nicaragua, Honduras and adjacent territories under the direction of General Manager John B. Nathan in Panama.

It is interesting to note that Mr. Jacobs, proceeded to Guatemala City by airplane, stopping off at Managua and other important spots, and finally reached his destination after traversing one of the most terrible tropical storms the air services in Central America have ever experienced.

PARAMOUNT FÖRER SOM SEDVANLIGT!

Igen i Aar staar vi ved den nye Sæsons Aabning bedre rustet end nogensinde för og bedre rustet end noget andet Firma. Saadanne 4 Storfilm som "A BEDTIME STORY", "A FARE-WELL TO ARMS", "MADAME BUTTERFLY" og "THE SONG OF SONGS" kan intet andet Firma tilbyde sine Kunder allerede i Forsæsonen. "MONSIEUR BABY" er allerade lobet af Stabelen, og dens Sukees har overtruffet alle Forventninger, idet Filmen nu gaar paa 5te Uge paa Premiereteatret for Rekordkasser, og der er Udsigt til, at den vil blive holdt paa Programmet endnu nogle Uger i dette Teater, til Trods for en overvældende Konkurrence af 3 store nye danske Film. Vi har fuld Tillid til, at vi skal kunne naa vor Kvota for forste Halvaar med de Film, der allerede er til vor Disposition, ligesom vi nærer fuld Tillid til, at vor storartede Produktions-Organisation ogsaa i de næste Maaneder vil frembringe Film, der vil sætte os i Stand til at göre Aaret 1933-34 til et nyt Rekordaar.

HARALD FROST

SCANDINAVIAN PUBLICITY! By Ingvald C. Oes

An extensive measure of evidence bears testimony to the effectiveness of our established local method of publicity service relating to our product, stars, players and activities in general.

The outstanding advantages identified with our particular non-cost publicity system of conveying to the Scandinavian public the numerous entertainment angles and highlights reflecting Paramount product and prestige has proved of constructive and beneficial influence.

These publicity activities, which have been and are being energetically conducted and continually developed by each of our offices through the medium of their local weekly, semimonthly and monthly publications as well as via the columns of the daily newspapers have in my estimation brought the development and expansion of these special endeavours up to a most gratifying point.

It is my personal opinion which latter is based on a regular check-up and analysis of these publicity endeavours that the results obtained register remarkable progress in all countries of our territory as compared with the results of a year ago, and I am quite confident to state that this progressive stride will be maintained.

It has been of great interest to observe that a larger number of publications and newspapers are covering motion picture matter regularly at present than as of a year ago, a condition which undoubtedly can be attributed to the fact, that a certain competitory desire or spirit has manifested itself among the various publishers to gratify the gradually increasing interest on the part of their readers for up-to-date authentic motion picture news.

PROMPT PAR. NEWS SERVICE SCORED

We have had a letter from General Manager Fred. W. Lange in Buenos Aires telling us that the prompt Home Service of getting prints of Balbo's Arival in Rome, and the Cuba Uprising Paramount News items enabled him to get front page newspaper publicity. The stunt also won Paramount a lot of good will from the exhibitors fortunate enough to get these items for prompt screening.

AUSTRALIAN AD-SALES ADVICES

From the columns of Australia's ever-peppy weekly publication, "Paramount Punch," we take the following interesting ad sales flashes:

George Hayes of Launceston appears to be flashing into print frequently on account of grand sales records.

Because of space it is impossible to list individual achievements, but it appears from the record that Jack Edwards, Henry Quincey, Albert Nicholas, Ron Lawn, Max Lovett, F.B. Thompson, Baden Abotomey, and Bill Bignell are all steadily in the spotlight of achievement.

T. E. PIERPOINT LEAVES GUATEMALA FOR NEW DUTIES After a glamorous and entirely

After a glamorous and entirely satisfactory record of achievement in Guatemala, T. E. Pierpoint, who has been manager in Guatemala City for the past five years, left that post on October 14th to report to General Manager John B. Nathan in Cristobal for new and more extensive duties. Announcement of Mr. Pierpoint's new post will be made in the very near future.



Here is a scene at the Bio-Bio Theater n Helsingfors, during Paramount Week here. The picture was "A Farewell to Arms", and the business it did is ade-uately evidenced by the crowds of hrilled customers.

LET'S NEVER STOP BUILD-**UP PARAMOUNT'S** TRADE MARK

(Reprinted from 'Paramount Sales News,' house organ of Paramount Pictures Distributing Corporation)



The importance of building up the aramount trade mark is stressed by District Manager Oscar Morgan, who points out the innumerable advantages n getting preferred bookings by havng to sell a trade mark which has ong been associated with Grade A enertainment.

"How many of us," asks Morgan, have sat down and calmly appreciaed that the Paramount trade mark has ived cleanly through the most trying ime of any industry. I wonder if we really appreciate what all this means.

"Keen minds in this business are convinced that while certain outstandng stars are necessary, the success of he business depends on entertainment, and we can point with pride to our achievement this past year in deliverng real entertainment to the exhibitors and to the public.

"Following this point thru, one can appreciate the great responsibility placed on every man in Paramount to build up the PARAMOUNT trademark and its value to a theatre, by convincing the Exhibitor that more Paramount Pictures should be played in the class "A" theatre, because of the entertainment features, aside entirely from the star value.

"Too many exhibitors are imbued with the thought that every picture should be considered poor until after it is screened, instead of the reverse — that every PARAMOUNT picture should be considered good until it is proven otherwise."

CHILE ALREADY ACCLAIMS **DOROTHEA WIECK** AS STAR

Benito del Villar, Paramount's energetic Chilean chief, is already landing Dorothea Wieck as a star of the greatest magnitude. He writes:

"I am very pleased to hear that Cradle Song' will be Dorothea Wieck's first Paramount picture. From advance reports of this star, I am positive that she will become one of our leading lights and for this reason am glad that she will be in 'Cradle Song,' which is an exceptionally well-known play.'

IF IT'S A PARAMOUNT PICTURE,

IT'S THE BEST SHOW IN TOWN

FINLAND CELEBRATED PARAMOUNT WEEK

We are advised by General Manager Carl P. York, of Scandinavia, that Finland got behind Paramount Week in a big way. Elsewhere in this issue will be found Branch Manager Harry Hammer's account in Finnish and partial English of the celebration. Mr. York says that one-third of all of the motion picture theatres in Finland participated in the event, which bas so sensationally succeeded that he is already resolved that all of the Scandinavian territories will participate in the International Paramount Week of 1934.

This Paramount Week in Finland also happened to coincide with English Week there, with the result that Mr. Hammer released the Paramount British production, "Lily Christine," which met with considerable success.

At the left is a picture of the Bio-Bio Theatre in Helsingfors showing "A Farewell To Arms" as its Paramount Week attraction.

In speaking of Scandinavia's 1934 participation in the International Paramount Week, Mr. York says: "You may count on 100% co-operation from the Scandinavian territories on this splendid idea."



"ALL OF PARAMOUNT'S HORSES AND ALL OF PARAMOUNT'S MEN"

groups of Paramount's executives and stars ever recorded by the camera. It was secured several weeks ago at the conclusion of an important luncheon to Maurice Chevalier (in centre, with arm in a sling after his accident), for his native Paris. Legionnaires alities.

Here is one of the most complete will be happy to see Melville A. Shauer immediately at Maurice's right, and Emanuel Cohen, production chief, at the star's left. Dick Blumenthal is ahead of Mel Shauer and immediately to the rear of Richard Arlen and William Frawley. We give you the pleasant little task of trying to just before the famous French star left identify the balance of the person-

EN PARAMOUNTFILM AR ALLTID EN GARANTI FOR DEN BASTA FORESTALLNINGEN I STAN!

"Detta kända uttrych är icke en tom | fras, utan det ligger faktiskt en stor del sanning i detta Paramounts påstående", sade nyligen en biografagare, som varit en trogen kund sedan vi startade vårt kontor i Finland. "Föresäsong slog "I KORSETS TECKEN" (Sign of the Cross) alla med hapnad. Man hade icke vågat tro på nya rekordresultat under de-pressionstider, men ... Cecil B. De Milles storslagna skådespel samlade fulla hus kväll efter kväll både hos mig och andra, och jag kan gott förstå det, ty Paramount lurar aldrig publiken på konfekten"

Förra sasongen bjödo vi flera andra liknande överraskningar, med det grämer oss att inte kunna få visa "TROUBLE IN PARADISE" för den finska publiken, som är en varm beundrare av Ernst Lubitsch. Denna strå-lande film förbjöds — liksom "DR. lande film förbjöds — JEKYLL AND MR. HYDE" - av censuren efter stor tvekan.

Säsongen 1933-34 hava vi börjat tidigt för finska förhållanden. den 30 juli släpptes "TONIGHT IS OURS" (Sista natten) och "GIRIS OURS" (Sista natten) och "GIRLS ABOUT TOWN" (Storstadens lockfåglar) ut och spelades vardera två veckor mitt i den nordiska sommaren. Det var en god början, som föranledde oss experimentet att ha premiär på "A FAREWELL TO ARMS" (Farväl till vapren) redan så tidigt

som den 13 augusti. Eftersom filmen i skrivande stund gått en vecka för utsålda hus, anse vi det bevisat, att Helsingforsborna faktiskt kunna slita sig från sommarens fröjder för att ägna sig åt ett så vinteraktigt nöje som film. Utanför premiärteatern Bio-Bio har köerna ringlat var kväll och sällan har en film lovprisats i tidningspressen som "Farväl till vapnen".

För att våra kolleger världen runt skola veta, hurudant mottagande filmen fick i Finland, återgiva vi härmed på engelska en av de ledande dagliga tidningarnas recension:

"A magnificent production. It was interesting to see the new star Helen Hayes of whom so much had been written as well as the development of Gary Cooper. In this picture both of them act beyond all expectations.

all expectations.

Frank Borzage, who is in charge of the direction, has succeeded excellently, and he may now be counted among the really great masters. He has surely had at his disposal a good manuscript built on Hemingway's famous novel and a cameraman who has aided in making the fantastic effects. The music synchronization in the battle scenes was a novelty which gave the picture a far better background than the usual infernal noise."

Samma biograf skall efter "A

Samma biograf skall efter "A FAREWELL TO ARMS" spela "MA-DAME BUTTERFLY" och Chevaliers briljanta "A BEDTIME STORY" och behöver alltså inte ha några repetiorbekymmer under de närmaste månaderna, eller hur?

Harry Hammer.

MAI I TEMPI SONO STATI MIGLIORI PER LA PARAMOUNT

(continued from Page 5)

vigliosa rappresentazione e ci fan sapere che son pronti ad isposti anche per la celebrazione internazionale della Settimana della Paramount per la l'anno prossimo.

Abbiamo un gran film di Claudette Colbert con la "Torch Singer" e giacche' ci attendiamo da esso un vero gran successo ovunque questa e' una buona occasione per spiegare di che soggetto si tratti. Essa e' una cantante di quelle che sono note per le loro "torcĥ" o canzoni di una natura leggermente e mollemente sentimentale, attraverso le quali una donna cerca di indovinare e pensa che cosa sia divenuto dell'uomo de essa amato un giorno, e sono chiamente "Canzoni della Torcia" perche' si suppone che la donna vada errando ed errante, di posto in posto, con una torcia ardente nel proprio cuore, cercando con essa di illuminare la strada che la condurra' verso il suo perduto amore.

Ed incidentalmente questo film ha un gran numero di canzoni veramente belle durante il suo svolgimento.

Eugene J. Zukor vuol cogliere questa occasione per ringraziare tutti i Paramounters che in Inghilterra e negli altri paesi di Europa sono stati cosi cortesi con lui durante la sua recente visita cola' insieme a Mr. Hicks.

Ed ancora notizie straordinarie sempre piu' al riguardo del film "Io non sono un Angelo." Il film rimarra' ancora parecchie settimane al Teatro Paramount di New York, e fara' piu' successo nelle sue prime settimane di quel che abbia fatto qualsiasi altro film dal giorno dell'apertura di quel teatro. In parecchie citta' di tutti gli Stati Uniti, dove vien proiettato questo film, dei teatri che da tempo non si aprivano sono ora riaperti per poter contentare la folla che accorre a vederlo.

RECEIVING HOME OFFICE INITIATION

I. C. Bolloten, who has been a member of the Paramount sales force in England under Mr. Graham, is now in New York where he is undergoing a course of training in Home Office procedure and American film methods in general. Prior to going to England, Mr. Bolloten had extensive mercantile experience throughout Latin America.

MEXICO'S ASST. MANAGER

In continuance of our policy of making the entire International Legion acquainted with those Paramounteers in all countries are doing consistently excel-lent work, it is our pleasure to introduce herewith Sr. Jesús Grovas, assis-



tant manager of our Mexican Division. Special tribute to Sr. Grovas administrative ability has been paid in many communications which have reached us from Manager Vicente Saiso Piquer, in charge of Mexico.

OS TEMPOS MOSTRAM-SE PROMISSORES PARA A PARAMOUNT

(continued from Page 4)

cer o maior record de renda da sua historia.

Nota de particular interesse é a que nos vem da India, onde o filme "Beijos para todas" (A Bedtime Story), com Maurice Chevalier, foi considerado o seu melhor trabalho.

Tivemos tambem noticias da Scandinavia sobre a semana da Paramount. Mr. Carl P. York, director do territorio, communica-nos que a festividade paramountesa correu ali com grande animação e que já se preparam para mais animadamente celebrála em 1934.

Temos um filme esplendido de Claudette Colbert. Chama-se "Torch Singer" ou Vozes do Coração, como já foi baptizado em português. O seu argumento refere-se a uma jovem mãe, que tendo por extrema miseria abandonado a sua filhinha a uma instituição de caridade, procura, anos depois, ao ver-se rica e famosa cantora do radio, encontrar a sua querida filhinha. O assunto é tocante e as canções cantadas por Miss Colbert

são lindas de harmonia e sentimento.
Mr. Eugene J. Zukor aproveita esta
oportunidade para agradecer aos
paramounteses da Inglaterra todas as
gentilezas deles recebidas, quando da
sua visita áquele país, em companhia
de Mr. Hicks.

Aqui vái mais uma alta novidade sobre o filme "Santa, eu não sou!", a famosa producção de Mae West: é que em vista do formidavel exito obtido no Teatro Paramount de Nova York e Brooklyn, o filme ficará no cartaz mais algumas semanas. Pelo interior do país o enchente tem sido tão grande, que cinemas que estavam fechados foram abertos para nêles se exibir o filme, tal a multidão que aflue para o vêr.

Noticias recebidas do nosso studio da California dizem que o filme "A Canção do Berço", extraído da peça "Canción de Cuna", de Martinez-Sierra, está quasi pronto e é uma das mais lindas producções destes ultimos

Publicamos neste numero uma fotografia de Mr. Adolph Zukor em companhia de Al Kaufman e Mae West. Esta fotografia foi tirada no studio da Paramount, na California, quando ali esteve Mr. Zukor na sua visita anual de inspecção. Como se vê, Mr. Zukor está de todo restabelecido da sua recente enfermidade.

Outra fotografia de interesse, publicada neste numero, refere-se aos interpretes do filme "Design for Living", que são: Fredric March, Gary Cooper e Miriam Hopkins. Ernst Lubitsch é o director.

Pelo que aí fica, vemos que a Paramount prosegue em grande actividade e são por tudo promissoras as noticias recebidas de todas as partes.

NOCH NIE WAREN DIE ZEITEN FUER PARAMOUNT SO GUENSTIG WIE JETZT

(continued from Page 5)

im Namen seiner Mitarbeiter neue durchschlagende Erfolge, wie sie in der australischen Filmgeschichte einzigartig sind.

Aus Indien kommt die Nachricht, dass der Maurice Chevalier film "A Bedtime Story" als der beste Film des französischen Künstlers angesehen wird

Skandinavien's Paramount Woche gestaltete sich zu einem vollen Erfolg. Carl P. York's Mitarbeiter planen jetzt schon begeistert für die internationale Feier der Paramount Woche im Kommenden Jahr.

Mit einem film wie "Torch Singer",

dem neuen herrlichen Claudette Colbert Schlager, wird es einer Filiale ein Leichtes sein, Geschäfte zu Es ist daher angebracht, bei tätigen. dieser Gelegenheit den Titel zu erklären. Die hauptrolle stellt eine Sangerin von "Fackel" Liedern dar, d. h. sentimentale Lieder, in denen eine verlassene Frau fragt, was aus ihrem einstigen Geliebten geworden ist. Sie zieht gewissermassen mit einer Fackel im Herzen von Ort zu Ort und erleuchtet mit loderndem Scheine den Weg zum Herzen ihres verlorenen Geliebten. "Torch Song" birgt eine Reihe ansprechender Melodien.

Eugene J. Zukor möchte allen europäischen Paramountlern auf diesem Wege seinen Dank fur die warme Gastfreundschaft aussprechen, die ihm als Begleiter von Mr. Hicks Jr. allerorts in Europa zuteil wurde.

Hier sind mehr Neuigkeiten über "Ich bin kein Engel". Der Film wird einige Wochen auf dem Spielplan des New Yorker Paramount Theaters beibehalten, und man erwartet, dass in der Eröffnungswoche der jetzige Kassenrekord des Paramount Theaters gebrochen wird. Um dem grossen Zuspruch Rechnung zu tragen, hat man in diversen Städten des Landes geschlossene Lichtspielhäuser eröffnet, in denen nur dieser Film gezeigt wird.

Aus dem Hollywood Atelier kommt die Nachricht, dass "Wiegenlied" zu den packendsten Dramen der Paramount gerechnet werden kann. In den nächsten Wochen werden alle Filialen mehr Einzelheiten erfahren.

In dieser Ausgabe finden Sie ein Bild von Adolph Zukor, Al Kaufman und Mae West. Diese Aufnahme wurde während Mr. Zukor's längerem californischen Aufenthalt gemacht. Sie alle werden die Nachricht begrüssen, dass unser Präsident wieder vollkommen genesen ist.

Ein anderes Bild zeigt vier Persönlichkeiten, denen der Erfolg von "Design For Living" zuzuschreiben ist. Es handelt sich um Fredric March, Gary Cooper und Miriam Hopkins in den Starrollen, sowie Regisseur Ernst Lubitsch. Ein trefflicher Beweis, wieviel Wert die Paramount auf Starbesetzung legt!

NOG NOOIT HEEFT PARA-MOUNT ER ZOO GOED VOORGESTAAN

(continued from Page 4)

mount Theater, in New York. Geen enkele film heeft in de eerste draaiweek zulk een succes geoogst als "Ik ben geen Engel". Een aantal gesloten theaters in Amerikaansche steden werden speciaal voor het vertoonen dezer film geopend.

Officieus bericht van ons studio wijst er op, dat de film 'Cradle Song' (Wiegelied) de mooiste productie is, ooit door ons studio vervaardigd. In de volgende editie komen wij op deze film nader terug.

In dit nummer zult U een foto vinden van Adolph Zukor met Al Kaufman en Mae West. Deze foto werd genomen tijdens het langdurige verblijf van onzen president in Hollywood. Het zal U tevens verheugen te hooren, dat de Heer Zukor weer volkomen van zijn ziekte is genezen.

Skandinavien's Paramount Woche estattete sich zu einem vollen Erfolg. arl P. York's Mitarbeiter planen planen homistert für die interna-

(continued from Page 5)

plats till plats med en fackla i sitt hjärta, på så sätt försöka lysa vägen till sin förlorade kärlek. I förbigående, denna film har en hel rad av storartade sånger.

Eugene J. Zukor, önskar att ta tillfället i akt att tacka ur djupet av sitt hjärta alla Paramounts medlemmarna i England och Europa som voro så enastående vänliga emot honom under hans senaste besök där i sällskap med Mr. Hicks.

Mera underbara nyheter om "I'm no angel". Denna film kommer att spela för flera veckor i följd på Paramount biografen i New York, och den kommer att ta in mera pengar första veckan embart än någon annan film har gjort sedan den biografen öppnades. I många städer över hela landet är det nödvändigt att öppna stängda biografer för att tillfredställa alla som önska se filmen.

Privata underrättelser från våra filmateljeer lovar oss att "The Cradle Song" är den mest dramatiska film som Paramount någonsin inspelat. Det kommer många mera nyheter om denna film inom de närmaste veckorna.

Detta nummer visar en bild av Adolph Zukor och Al Kaufman tillsammans med Mae West. Denna bild var tagen under Mr. Zukors långa besök på västkusten. Det kommer att glädja er att veta att Mr. Zukor nu är fullkomligt återställd efter sin långa sjukdom.

En annan film visar fyra av våra största stjärnor tillsammans. Det är "Design for Living". Stjärnorna åro: Fredric March, Gary Cooper, och Miriam Hopkins som skådespelare och Ernst Lubitsch som regissör. Återigen ett prov på Paramounts storartade stjärnvaluta.

SWISH! This isn't any mere bathing girl picture as such. Nor is it merely a tribute to Toby Wing, whose pulchritude and ability gained her a Paramount contract. It's an exploitation picture. Several weeks ago John E. Kennebeck sent us from Sydney a batch of Australian bathing suits, asking that we fill them with Hollywood beauty. We couldn't do this personally, but we can show you the result. The resulting pictures, all graced with Paramount personalities, have been used to launch a big newspaper advertising campaign in Australia, a campaign which has Paramount mentioned prominently.

NUNCA FUÉ MÁS BRI-LLANTE LA SITUATIÓN DE LA PARAMOUNT

(continued from Page 4)

Probablemente interesará a usted enterarse de que la película de Maurice Chevalier "El Soltero Inocente" se ha considerado en India la mejor de cuantas ha hecho Chevalier en los últimos años.

Acabamos de saber que la División Escandinava celebró este año muy en grande la Semana Paramount. Los subalternos del seños Carl P. York han realizado obra excelente; y nos comunican que la celebración de la Semana Internacional Paramount del próximo año ha de encontrarlos apercibidos y entusiastas.

Tenemos en "Torch Singer" una magnífica producción de Claudette Colbert. No se ha resuelto todavía qué título haya de llevar en castellano. La traducción literal del inglés sería "Cantor de antorcha". Mientras llega el momento de dar cuenta del título castellano, y de los prolongados triunfos que sin duda alguna logrará esta película, explicaremos el porqué del título inglés. En la obra aparece Claudette Colbert como intérprete de le que en los Estados Unidos llaman "torch songs" o sea "canciones de antorcha", nombre que se les da por ser composiciones amorosas, un tanto melancólicas, destinadas a expresar los no logrados anhelos o los recuerdos inolvidables de la pasión infeliz que de paso que en "Torch Singer" abundan los números de canto, todos ellos muy agradables.

El señor Eugene J. Zukor desea valerse de esta ocasión para expresar su sincero agradecimiento a los paramountistas de Inglaterra y del Continente europeo por las atenciones que se sirvieron dispensarle durante la jira que efectuó en compañía del señor Hicks.

Nuevas y magníficas noticias acerca de "Noy soy un ángel"! Esta película permanecerá durante varias semanas en el Paramount Theatre de Nueva York, y hará en la primera semana más de lo que ha hecho ninguna otra producción desde que se abrió el teatro.

Por noticias extraoficiales recibidas de los Estudios, se sabe que "Canción de Cuna" es la más avasalladora de cuantas películas dramáticas ha filma do la Paramount. Mucho será lo que quepa decir acerca de esta producción dentro de pocas semanas.

Publicamos en este número un grupo de los señores Adolph Zukor, Al Kaufman y Mae West, tomado durante la larga permanencia de nuestro Presidente en California. Les complaccrá a usted saber que el señor Zukor sc halla completamente restablecido de las dolencias que lo aquejaban.

"torch songs" o sea "canciones de antorcha", nombre que se les da por ser composiciones amorosas, un tanto melancólicas, destinadas a expresar los no logrados anhelos o los recuerdos inolvidables de la pasión infeliz que es antorcha siempre encendida en el alma de quien la siente. Advertiremos

Paramount International News

Vol. I, No. 6

DECEMBER 1, 1933

PRICE: Your Conception of Paramount's Good Will

Our Leader Passes: His Spirit Lives On!



Emil E. Shauer

1866-1933

Paramount International News

Published on the first of every month preceding issue date from the Para-mount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry.

Vol. 1 December 1, 1933 No. 6

TWO MORE HEROIC PARA-MOUNTEERS OFF TO ANTARCTIC

Two Paramount newsreel camerāmēn, John Herrmann and Carl Peterson, joined Rear Admiral Byrd and his expedition at Cristobal. Panama Canal Zone to accompany the expedition to Little America.

One of the men will be with Byrd in the plane which will explore the unknown part of Little America. The film will be sent back in carefully planned relays, from Little America to the Byrd supply ship at its base port in New Zealand, and from there to the United States by fast mail ships and plane.

It is the intention of the Paramount newsreel men not only to make thrilling newsreel shots but also to make photographic records which will aid scientists in making accurate maps of that continent which is reputed as large as South America.

NEW YORK PRESS PRAISES CHEVALIER'S "THE WAY TO LOVE

Showmen are agreed that any picture that has a special appeal for women is a cinch at the box office. because the bulk of movie patronage is composed of the fair sex. That is one reason why Maurice Chevalier's "The Way to Love" (and what a box office title that is!) is sure-fire. Chevalier is always



a hit with the ladies and, as is the usual thing with Chevalier pictures, these faets are strongly corroborated by the press reviewers.

Read the plaudits from some of the New York papers-New York Times:

BEAUTY, DRAMA AND PA-THOS OF "CRADLE SONG" STIRRED NEW YORK PRESS CRITICS

It was an especial privilege to tell you in advance that "Cradle Song" was a film of rare beauty, and deep, passionate tenderness. In fact we sought to convey the picture was one far out of the beaten track of all other films, something that would conjure up new words of praise in order that its sublimity might be done justice to.

What we have found as a result is that not only were we led into these new fields of adjectives and superlatives, but the critics of the New York newspapers were also compelled to seek new words of praise in their elaborate reviews, excerpts of which fol-

A beautifully wrought, tender and touching little picture ... every part in it is acted to perfection. I only wish that I could describe for you in words its charm, its poignancy, its truth and its humor. Such things must be seen and heard for one's self.

-World-Telegram This shadow offering is the cinema at its best... It is a beantifully told, simple narrative.

Artistic ... The delicate story is told with taste and restraint. The polished and sensitive perform-ance of Miss Wieck preserves its rare spiritual quality. Her sup-porting company is excellent.

-MirrorStrikingly beantiful pictorial composition... photography is superb...she (Wieck) portrays her part with evidence of dramatic depth, understanding and sincerity.

Miss Wieck is just as beautiful as she was in the German film. (Maedchen in Uniform).

Splendidly played by a well-chosen cast... Wieck plays her role with a quality which can only be described as spiritual beauty.

"Chevalier sings delightfully and he makes Francois a thoroughly ingrati-ating vagabond"... Wall Street Jour-"Most hilariously funny and refreshing of all his pictures" ... Daily Mirror: "Catchy musical numbers. The film is pleasing and refreshing. Chevalier fans will rejoice in his return to character. Delightful" ... World-Telegram: "A slightly mad amusing little picture, it has some delightfully insane moments"... Brooklyn Times: "It's sure to please the French actor's followers. Chevalier sings two songs effectively"... Daily News awards the picture 3 stars (a very good rating).
In directing "The Way to Love"

Norman Taurog has been careful to keep the action going at a lively pace. So that, although there is ample dialogue, there is plenty of that "silent technique" so necessary in pictures for international distribution.

—E. S.

There's an old saying which goes: "If you want something done, ask a busy man." How much truer that becomes when you survey the past and current achievements of Paramount's International Legion.

ANOTHER INTERNATIONAL FAVORITE SIGNED FOR PARAMOUNT PICTURES

Further evidence of the Production Department's desire to give Paramount Pictures as consistently international an appeal as possible is shown in the recent signing of Carl Brisson to a Paramount con-

Carl Brisson was born in Copenhagen and at the early age of 15 was boxing champion of Scandinavia and Central Enrope. A little later he became a musical comedy favorite, and then a favorite in silent movies. His next step was to England, where his musical comedy fame grew, and he also entered English pictures, Among his recent successes was "The Prince of Ar-cadia," in which he appears with in which he appears with Ida Lupino, and he has just completed a picturization in English of the famons "Two Hearts in Waltz Time," in which he appears with Frances Drake. Both of these young ladies of charm happen to have mention here because they are in Hollywood now working with Paramonni contracts in their pos-





some time in January for his first

DIETRICH GREETS A COUPLE OF FAMOUS MEN FROM MEXICO



Marlene Dietrich issue; but that's because the Magnetic Marlene makes wherever she happens to be one of the real glamor spots of Hollywood. Here we see her with Director Josef von Sternberg greeting Pepe Ortiz, the champion matador of Mexico, who is seated at her right. Pepe arrived cal adviser on the bull-ring epic,

In many respects this seems to be a in Hollywood to teach George Raft the art of the matador in connection with his role in "The Trumpet Blows," wherein George plays a matador. On the extreme left is Roberto Turnbull, Paramount News representative in Mexico, who will be techni-

OUR TRAVELING LEGIONNAIRES

Tom D. Cochrane, leader of the Japanese Paramount Division, is en route back to Tokyo after a brief business trip to Home Office in New York. He has the sad distinction of being the last Paramounteer to see Mr. Shauer alive.

Fred W. Lange, leader of the Gaucho Division, arrived in New York on November 30th for his customary visit to the Crossroads of the World. We expect to be able to say a few words about his Division, as reported to us by him, in the next issue.

Earl St. John, whose very able management of Paramount's British Theatres is something for the British press to praise continuously, is re-

CUBA AGAIN CABLED LACONICALLY

When the guns were popping down in Havana, and that spirited fight was being conducted against Atares Fortress, Paramount Manager A. L. Pratchett knew that New York would be worried concerning the welfare of the Cuban Paramounteers, so he cabled as follows

EVERYONE OKAY. THEATRES CLOSED INDEFINITELY.

It was merely the irony of fate that this message reached New York City on the anniversary of the signing of the World War Armistice.

ported en route to the United States for the Christmas visit he pays his home town every second year.

A Great Man—and A Good Man!

SORROW, more soul-deep than words can ever convey, spread instantly throughout the world with the passing of Paramount's Legionnaire Leader. It is a sorrow that we will not speak unceasingly of, for he would not have wanted it that way; but the memory of him will be a soft, white flame in our hearts; a memory that was kindled a long while ago, and which will burn on whilever the spirit to live burns within us.

of his life prior to 1913 was but preparatory to the creation of that phase of the Paramount organization which was destined to become Paramount's International Legion in fact as well as in spirit. What great edifice he wrought there: what countless hundreds of lives he steered unfalteringly along the highways to success: what great lustre he created for the name of Paramount among the nations and peoples of the world: these are things which need no words of record here. To be enshrined in a magnificent memory is the greatest monument that man can have created for himself.

W^E who loved Mr. Shauer with a love which must always transcend mere words can find scant satisfaction in any tribute paid him in print. Hundreds of us realized the pitiful inadequacy of words when, from all corners of the globe we sought to convey our heartfelt sorrow in his passing, and our great sympathy for those that he left behind. In our messages we said all that our hearts could say in that first rush of sadness which told us all that we were bereft of a man who had given us an even higher meaning of friendship and kindly counsel than many of us had ever known before. If our messages have in any way alleviated the sadness which so suddenly descended upon the loved ones he left behind — and for whom these messages alone were intended — we will all feel a little gladdened.

NOVEMBER Sixteenth will, however, always be a day for a brief pause, for to us all it marks the occasion of a great loss.

RIBUTE to the life of Mr. Shauer, such as we can never hope to express here, was paid him by Rabbi I. Goldstein at the Services in New York City on Sunday, November 19th. His tribute was based on the three ideals of "Truth, Beauty and Utility," and we who knew and loved Mr. Shauer over a span of many years know that no greater ideals than these three exist in association with his life. The principles he exercised both in business and in his private life, the very nature and conduct of that business and that life, and the upbuilding of a fine and lasting organization were all magnificently exemplified in this tribute—a tribute which was listened to in muffled sorrow by several hundreds of his kinsmen and co-workers.

A ND so we face the future, bereft of his physical presence, but with the calm confidence of his warm, cheery spirit by our sides, helping us over the bumps as was his wont; counselling us in our problems; still giving us unselfishly of that wisdom in a fashion which made him so splendid a figure not only in the International Legion, but throughout the entire Paramount organization.

OUR tribute to him will be in the spirit of our carrying ahead the aims and ideals to which his life was so grandly dedicated. And if we be permitted to put into mere words, which we dearly wish could only glow with the same genuine warmth that we feel in them, we would say simply this:

"HE was a great man — and a good man!"

MOT BEDRE TIDER

Paramounts norske avdeling har i denne sesongs første maneder oket sin omsetning med 100 procent.

In this article, Mr. Erling Eriksen, Paramount's manager in Norway, gives the information that in the first months of the new season the gross business in Norway has increased 100%. He also pays tribute to the marvelous Paramount product which is now coming forward from the Studio.

Når vi idag iakttar den ökonomiske situasjon med fjorårets vanskeligheter som bakgrunn, får vi en gledelig fölelse av, at det nu raskt bærer mot lysere tider.

De foregående år var preget av motgang og skuffelser. Depresjonens döde hånd la sig tungt over alt erhvervsliv, oprivende sociale arbeidsbragte nasjonalökonomiske kamper tap og mismotet grep om sig til alle kanter. Dertil kom den store arbeidsledighet, der her som i andre land medförte innskrenkninger i det personlige forbruk, hvilket ikke minst film-og kinobransjen har fått merke. For oss Paramounteers föiedes til alt dette et uhyggelig pluss i form av den krise selskapet gjennemgikk siste vinter. Luften svirret av rykter, konkurrentene gledet sig og spådde ille. Hvad vilde fremtiden bringe?

Intet under at vi var sterkt spent på den kommende sesongs filmer. Selvfölgelig var vi klar over at Paramount i selskapets skjebnetime vilde sette alle krefter inn. Forhåndsineddelelsene tydet på det beste. Men vilde vi motta de nye filmene tidsnok? For hittil har en av våre störste vanskeligheter vært, at sesongens beste filmer er kommet så sent, at konkurrentene ofte kom oss i forkjöpet og fikk belagt teatrene så vidt tidlig, at de i uker og måneder lå i veien for oss med hensyn til opsetninger.

Så gikk vi og önsket og håpet - og denne gangen blev vi ikke skuffet. Allerede ved sesongens åpning blev vi istand til å sende ut "The Crime Of The Century", "Song of Songs" og "A Bedtime Story", kvalitetsfilmer av förste klasse . Presse og publikum var enstemmig henrykt. Takket være disse og andre av de nye filmene og takket være det begeistrede og intense arbeid de har inspirert til fra överste ledelse like til yngstemann i vår norske organisas jon, har vi nu brutt en hresie i muren og kommet innenfor allerede ved begynnelsen av årets konkurransekamp. Og samtidig later det til å lysne også på andre områder, idet der tydelig er inntrådt en bedring i det ökonomiske og politiske liv.

Resultatet har ikke latt lenge vente på sig. Fra lste august til medio oktober har Paramounts herværende avdeling — i sammenligning med samme tidsrum ifjor - öket sin omsetning med vel 100 procent. Da kinoforholdene her på grunn av kommunalisering er anderledes enn i andre land og vi således ikke på noen måte er herre over kinenatografene, kan vi vanskelig garantere, at der ikke fölger en nedgang. Men ett er sikkert. Det innveune resultat har stimulert oss alletil den ytterste anspennelse for å nå en rekordinnspilling i 1933-34, som vi her benevner Paramounts TriumfTo our very dear friends of the Paramount International Legion:

At a time when words of understanding are most needed, we find it impossible to convey to you the reality of our thanks for the deep-souled messages of sympathy which have come to us from all parts of the world. Our only hope is that all of you — his Legionnaires — having shown such wealth of understanding and affection in the past for him — will now understand our inability to tell you the real sentiments we feel.

Yours with Grateful Sincerity, JULIA K. SHAUER MELVILLE A. SHAUER

LONDON NEWS

Mr. John Cecil Graham, Managing Director, presided at a little function in a private room at the Trocadero, London, which was held in honour of a Paramounter, who has been at Paramount's London office for several years. John Bolloten was saying good-bye to his friends in England before sailing for New York.

Mr. Graham made a little speech at the dinner which was in the characteristically

Mr. Graham made a little speech at the dinner which was in the characteristically human vein of Paramount's British chief and wished Bolloten the best of luck in his new sphere. Several other leading executives of the London head-quarters were at the dinner including Montague Goldman, General Sales Manager; Edward Ayres, Secretary; Harold Walker, Assistant Sales Manager, Lew Harris, London District Manager, R. Gittoes-Davies, Director of Publicity and Advertising; Douglas Abbey, London Branch Manager; Coswald Cohen, Head Office staff and G. H. Hawkins, Ad Sales Manager.

Douglas Abbey, one of the youthful veterans of Paramount's British Sales force has just received a well-merited promotion, — the Managership of the London Branch.

don Branch.

Abbey has been a Paramounteer for nearly twelve years, and is well-known in Trade circles by reason of his breezy and efficient handling of intricate sales problems.

Montague Goldman, General Sales Manager, is extremely pleased with "The Sign of the Cross" business. It's a hit in all parts of the United Kingdom.

Earl St. John, Paramount's British Director of Theatres, working night and day with "This Day and Age", playing the Plaza, London, and "Song of Songs" packing 'em in at the Carlton.

"Daily Herald", Britain's largest netsales daily, is running serialized version of "The Woman Accused." Same paper printed a feature page article under the name of Cecil B. DeMille to coincide with the general release of "The Sign of the Cross."

Paramount News had a great press break on the story of the Cuban Revolution. The "Star", London, devoted the whole of the front page to pictures and story of the cameraman's adventures. Other papers also published pictures and stories.

stories.

Charlotte Henry's pictures were splashed in all the British papers when the news broke she was to play the role in Paramount's "Alice In Wonderland."

Miss Doris Gassner, Assistant Director of Publicity, did considerable flying on her holiday in the Isle of Wight.

Miss Marjorie Booth, of Paramount's Publicity staff, is a successful novelist. Her "Caps Over the Mill", published in 1932 has just appeared in a cheap edition and "Overture to Fortune", her latest novel, which came out in the Spring, received numerous laudatory reviews in the British and Colonial press.

British exhibitors got behind "Sign of the Cross" with co-operative advertising campaigns in the national dailies.

George Rushforth, of Paramount's Head Office staff, is a Rover Scott and attended the International Jamboree in Kandersteg, Hungary.

The Paramount Amateur Swimming Club wound up their season with a Gala. Mr. John Cecil Graham, the Club's president, presented the prizes. Earl St. John put in some useful work at the microphone announcing the various events and marshalling the competitors. G. P. Byatt, Club Secretary, says the time is probably not far distant when Buster Crabbe and Johnny Weismuller will be asking for places in the Paramount British Relay Team.

COO-EE CALLS FROM THE BLUE RIBBON BUNCH

At the recent Conference of Branch and Sales Managers, and Departmental Heads, held at Tattersall's Club, Sydney, General Sales Manager William Hurworth paid a mighty fine tribute to Paramount's President, Adolph Zukor. Later during the luncheon, John E. Kennebeck proposed the toast to Mr. E. E. Shauer, while to James A. Sixsmith fell the honor of proposing the toast to Mr. John W. Hicks, Jr. In every way the luncheon was a fine success.

Frank Deane, Purchasing Manager, is getting a lot of fine newspaper publicity as a result of being the winner of the Eastern Division of the State gardening competition. Frank's garden and fishpond constitute one of the real sights of the Eastern Suhurbs.

General Sales Manager William Hurworth of the Blue Ribbon Bunch, has just launched an ambitioius campaign as a final clean-up of bookings for the year. The contest has been named "The Bookers' Drive" and aims for greater distribution in December.

Those hard-working boys of the long-book have been, in many cases, the silent factors in the success of most other efforts for increased business, and the naming of this drive in their honor is a good thought.

Bookers of every Australian and New Zealand Branch greeted the news of the contest with enthusiasm, and already the fight is on. The booker who will be declared the winner is the one who books the largest percentage of features and shorts for the month of December as against the booking recorded for the previous month of September.

In a special editorial, Gayne Dexter, editor of "Everyone's", a leading trade journal, pays a tribute to the smash campaign launched by John E. Kenneheck and his boys in putting over Mae West in "She Done Him Wrong" at the Regent Theatre, Sydney. Mr. Dexter wrote:

"CURVES ARE COMING BACK"

For the past couple of weeks this hamlet has been intrigued by the publicity surrounding the star-personality and title of a forthcoming picture: Mae West in "She Done Him Wrong". With a chuckle we've watched the work of those three Paramounteers, John Kennebeck, Hermann Flynn and Reg. Kelly; and with admiration, too, for the way they have undertaken one of the toughest jobs in the world — creating box-office value in advance for a woman absolutely unknown to the locals.

Now, Mae West is a lady of ample proportions. Not fat, mind you; but somewhat billowing. She curves. Subtly those lads created a fashion-suggestion: 'Curves are coming back'. They found instant and sympathetic response from the wast army of lasses who for years have struggled, by diet and strenuous exercise, to keep their figures in pencil formation. They greeted the news with sighs of relief and rousing cheers; the applause was echoed in the columns of the fashioneditresses, who have had their own weighty troubles; and, perhaps by coincidence the bakers and pastrycooks opened a public exhibition of bread, buns, brioches, cakes, kringles and Swiss Coils, and all the dainties a diet denies.

No star ever received such advance publicity; and when "She Done Him Wrong" opens at the Sydney Regent on Saturday, Mae West will be hailed as something of a liberator.

The campaign was indeed sensational. Mae West on the front pages almost every day, making the way easy for tie-ups with several big departmental stores.

Bob White, Exploitation Manager, pulled a good one in arranging for a party of Sydney society young-bloods to stage a "Mae West Cocktail Party", after which the crowd drove to the premiere of the picture in old fashioned Victorias. This stunt crashed society as well as news columns.

Branch Managers have returned to the field following a Sales Conference in Head Office, during which Mr. Clark made the announcement of the 1934 Sales Policy. On their return, the boys lost no time in getting after the husiness. It was a regular contest to see who would return the first contract for next year's product. District Managers C. E. Henderson and Fred Gawler were the first to secure signatures on the dotted line.

Once again Australia and New Zealand competed for the coveted Paramount Week Exploitation Shield, which is competed for each year by showmen celebrating Paramount Week. The Shield, together with the title of champion showman, goes to the exhibitor putting over the best campaign for the week. This year Exhibitor W. Dalton Webb, a newcomet to the picture husiness, of the Mayfair Theatre, Earlwood, has been declared the winner.

DOROTHEA WIECK'S NEW FILM

With "Cradle Song" on its way to thrill the world with its beauty, Dorothea Wieck stepped immediately into an entirely new type of role in "Miss Fane's Baby 1s Stolen," a story as dramatic as its powerful title.

Because of her inspired work in "Cradle Song", Miss Wieck was given a new contract which calls for her appearance in several Paramount pictures over a span of years.

PRESIDENT ROOSEVELT AGAIN GOES TO THE FILM INDUSTRY

Franklin D. Roosevelt, president of the United States of America, has a great faith in men with motion picture industry training. He has proven this over and over.

He proves it again by appointing Wm. C. Bullitt as first United States Ambassador to the Union of Socialistic Soviet Republics (U.S.S.R.) Bullitt is not a product of the film industry, but in 1920-21 he was head of Paramount's Editorial Department at 485 Fifth Avenue, New York City.

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PUBLICATION OF STANDINGS SUSPENDED;

MOUNT NACHRICHTEN

Emil E. Shauer ist tot. Mit seinem Ableben hat die Filmindustrie nicht nur einen unermüdlichen Kämpfer verloren, sondern wir alle betrauern den Verlust unseres väterlichen Freundes und Beraters, dem das Wohl eines jeden Einzelnen am Herzen lag und dem die Paramount Auslandsabteilung ihr Bestehen verdankt. Wir veröffentlichen in dieser Ausgabe die Danksagungen von Mrs. Julia K. Shauer wie auch von Melville A. Shauer für allc eingelaufenen Beileidsbekundigungen.

Der bekannte dänische Filmschauspieler Carl Brisson, welcher sich bereits beim Londoner Theater und Film Lorbeeren erworben hat, ist von der Paramount kontraktlich verpflichtet worden und wird im nächsten Monat in Hollywood eintreffen um seinen ersten Film zu drehen.

Um George Raft auf seinen neuen Film "The Trumpet Blows" bereiten, ist der berühmteste Matador Mexiko's, Pepe Ortiz, von der Paramount nach Hollywood engagiert wor-

Mae West's "Ich Bin Kein Engel" lief vier Wochen lang im New Yorker Paramount Theater und wäre noch länger auf dem Spielplan beibehalten worden, wenn es kontraktliche Verpflichtungen ermöglicht hätten. Die Besucherzahl belief sich auf 486,-000 Personen und es wurden rund 300,000 Dollar eingenommen. Noch nie ist ein Bild im Paramount Theater länger als zwei Wochen vorgeführt worden; nur der vorletzte Mae West Film "She Done Him Wrong" bildete eine Ausnahme und lief erst zwei Wo-

zeigt zu werden. Tom D. Cochrane, Leiter der ja-panischen Filiale, kehrte nach einer kurzen Amerikareise wieder nach To-

chen im Paramount Theater um spä-

ter nochmals eine dritte Woche ge-

kio zurück.

Während sich diese Zeilen im Druck befinden, gibt es am Broadway vier Paramount Filme zu sehen und zwar "Design for Living" im Criterion; "Duck Soup" im Rivoli; "Wiegenlied" im Paramount und "White Woman" im Rialto. Die gute alte Zeit ist wieder da und Paramount führt wieder auf der ganzen Linie!

Alvaro Reyes, Paramount's Filial-leiter für Colombien, berichtet, dass Marlene Dietrich's "Hohes Lied" alle bisherigen Kassenrekorde im Apolo Theatre in Bogota gebrochen hat, noch dazu während die Regenzeit gerade ihren Höhepunkt erreicht hatte und er nennt Marlene "Den Sirius am Filmfirmament".

In Hollywood wird fieberhaft an dem neuen Marlene Dietrich Film "Katharina die Grosse" gearbeitet und jeder, der Gelegenheit hat fertige Teile des Filmes zu sehen, berichtet begeistert, dass "dieser Film der grösste Dietrich Film" ist.

Wir bringen in dieser Ausgabe einige spanische Plakate für "Wiegenlied", die hier in New York entworfen worden sind. Man hat diese Plakate nach demselben Verfahren angefertigt, dem alle amerikanischen Paramount Plakate zugrunde liegen. Sicherlich werden die Abbildungen Ihren Plakatmalern und Druckern neue Anregungen bieten.

EN RACCOURCI

C'est pour nous un très douloureux devoir de rapporter dans ce numéro la mort inopinée de notre bien aimé chef, M. E. E. Shauer. Des messages de profondes condoléances ont été reçus de tous les coins du monde, et dans nos colonnes nous publions un message de gratitude de sa veuve, Mme Julia K. Shauer, et de son fils que beaucoup d'entre vous connaissent si bien, M. Melville A. Shauer.

Carl Brisson, la fameuse étoile de cinéma danoise qui a remporté un si notoire succès sur la scène britannique à Londres, comme dans des films inusicaux anglais, a été engagé par Paramount et arrivera à Hollywood le mois prochain pour son premier film.

Afin d'enseigner la correcte technique de la course de taureaux à George Raft pour son nouveau film, "The Trumpet Blows", Pepe Ortiz, le plus fameux des matadors du Mexique a été envoyé à Hollywood par Para-

"I'm No Angel", de Mae West, a tenu l'affiche du Paramount Theatre à New-York pendant quatre semaines consécutives et serait resté plus longtemps si ce n'avait été pour des obligations stipulées par contrat. Le film. pendant ces quatre semaines, a été déroulé devant 486.000 personnes et a rapporté près de 300.000 dollars. cun film n'est jamais resté à l'affiche pendant plus de deux semaines consécutives à ce théatre, bien que le film "She Done Him Wrong", de Mae West, soit revenu pour une troisième semaine après avoir été donné autre part.

Tom D. Cochranc, directeur pour Paramount au Japon et dans les territoires environnants, est retourné Tokio après une courte visite d'affaires à New-York.

Au moment où nous allons sous oresse, Paramount a quatre de ses déroulés simultanément Broadway. Ce sont: "Design For Liv-

Das Paramount Filmgeschäft wächst, blüht und gedeiht in Norwegen. Diese Filiale machte im Monat Oktober 100% bessere Geschäfte als im September. Hier ist ein gutes Beispiel für Sie!

In der Paramount Revue "Sitting Pretty" die, nebenbei bemerkt, unbedingt zu den besten Filmrevüen gezählt werden muss, wird ein sensationeller Fächertanz gezeigt, der überall grosse Begeisterung auslösen wird. Die Szene zeigt 1000 Girls mit 1000 Fächern und nicht ein Fächer fällt d. h. wenigstens nicht ganz!

Die Premiere von "Design for Living" fand am 22. November im Criterion Theater statt und gestaltete sich zu einem durchschlagenden Erfolg. Unter dem Premierenpublikum befanden sich Ernst Lubitsch, Gary Cooper, Miriam Hopkins, Fredric March und viele andere Theater — und Filmbe-rühmtheiten. Ein Auszug der Pressestimmen gelangte in einem anderen Teil dieser Ausgabe zum Abdruck.

Wenn Sie diese Zeilen noch zur Zeit erhalten, so möchten wir Ihnen von ganzem Herzen frohe Weihnachten und ein gesundes und erfolgreiches Neues Jahr wünschen.

DIE NEUESTEN PARA- NOUVELLES PARAMOUNT CONTEST **CONTINUES**

For a reason which we believe requires no explanation here, Mr. Hicks has requested that no further standings be published in connection with our 1933 Contest. It is his belief — and we are sure the belief of each and every one of you — that a contest of this nature, conceived and begun during the life of our beloved Leader, needs no greater incentive than that noble memory to keep it going in the same magnificent spirit in which it was begun.

And so with your unspoken sanction, of which we are absolutely sure, we will publish nothing of standings until the result of the contest is announced in the issue of February 1st, 1934.

We will, however, for this month and also for January, give you an idea of the trend of the contest by announcing the number of Divisions over quota, and also the number of divisions within five points of attaining quota.

And so we give you, as of December 1st, eleven (11) divisions over quota and six (6) divisions within five points of attaining the coveted century mark.

"Cradle Song" au Paramount et "White Woman" au Rialto. Ceci rappelle le bon vieux temps!

Alvaro Reyes, directeur de Paramount pour la Colombie, rapporte autre part dans ce numéro que le "Song of Songs" de Marlène Dietrich a battu tous les records au Théatre Apolo à Bogota, malgré le plus mauvais temps imaginable. Il appelle Dietrich "la plus grande étoile du film".

Le nouveau film de Marlène Dietrich, "Catherine the Great" avance magnifiquement, et ceux qui ont vu une grande partie du film achevé à Hollywood, nous disent en toute sincérite: "Voilà le plus grand film Die-trich entre tous."

Nous reproduisons dans ce numéro les affiches qui ont été préparées spécialement pour "Cradle Song" à New-York. Elles ont été faites par le même procédé employé pour les affiches or-dinaires des films Paramount, et notre but en les reproduisant ici est de les proposer comme modèles pour vos affiches locales.

La Norvège rapporte, pour le mois d'octobre, une augmentation de 100 pour cent d'affaires sur le mois de septembre. Voilà une grande nouvelle pour vous, racontée en peu de mots.

Dans le nouveau film musical Para-"Sitting Pretty" ment un des meilleurs films musicaux produits jusqu'à ce jour) il y a une danse d'éventails qui vous fera perdre haleine. L' écran vous offre mille girls chacune avec un éventail - et aucun des évantails ne tombe-c'est à dire ne tombe trop bas.

La première de "Design For Living" au Théatre Criterion, au 22 novembre, a eu un énorme succès, et nous publions d'autre part des ex-traits des critiques. Parmi ceux qui étaient présents à cet événement, signalons Ernst Lubitsch, Gary Cooper, Miriam Hopkins, Frederic March et de numbreuses autres célébrités de la scène et de l'écran.

Si ce n'est pas trop tard quand ces lignes vous parviendront, nous vous souhaitons à tous et à chacun d'entre vous, un Très Joyeux Noel, et nous sommes persuadés que l'Année Nouvelle réalisera de Brillantes Promesses de Prospérité.

ing" au Criterion, "Duck Soup" au AVVENIMENTI DELLA PAR-AMOUNT DETTA IN POCHE LINEE

E' purtroppo postro triste e doloroso compito di dover registrare fra queste notizie la precoce scomparsa del nostro beneamato capo, Mr. E. E. Shauer. Messaggi esprimenti il piu' profon-

do dolore ci sono pervenuti in numero immenso da ogni parte del mondo, e nelle nostre colonne pubblichiamo un ringraziamento per tutti, da parte delle sua vedova, Mrs. Julia K. Shauer, e del figlio, da tanti di voi cosi ben conosciuto, Melville A. Shauer.

Carl Brisson, famoso artista danese dello scherino, e che ebbe tanta fama sulle scene inglesi, a Londra, come pure assai noto per i suoi numerosi films musicali inglesi, ha concluso un contratto con la Paramount ed arrivera' ad Hollywod il mese prossimo.

Allo scopo di abilitare George Baft alla tecnica perfetta della "corrida" e della lotta col toro, per il nuovo film "The trumpet Blows", Pepe Ortiz, uno dei piu' celebri "matador" del Messico e' stato mandato ad Holly-wood dalla Paramount.

"Il film di Mae West, "I'm no angel" resto' quattro settimane consecutive al Paramount Theatre della città' di New York, e vi sarebbe restato ancora molte altre settimane, se non fosse stato a causa di precedenti obblighi contrattuali. Esso fu visto da 486,000 personne durante questo tempo ed ha prodotto circa trecentomila dollari. Nessun film resto' piu' di due settimane consecutive in questo teatro, per quanto si debba notare che l'altro film di Mae West, "She done him wrong" resto' appunto due settimane e vi fece ritorno, qualche tempo dopo, per un'altra settimana.

Tom D. Cochrane, dirigente della Paramount nel Giappone e zone adiacenti e' ritornato a Tokio dopo una breve visita di affari a New York.

La Paramount ha quattro films che i proiettano contemporaneamente a Broadway, mentre questo bollettino va alle stampe. Essi sono "Design for Living" al Criterion, "Duck Soup" al Rivoli, "The Cradle Song" al Para-mount e "White Woman" al Rialto. E' proprio un ritorno vero e reale ai (continued on Page 8)

Exploit—and The World Exploits With You!

STUDIO PROPERTIES STILL STIR JAPANESE CROWDS

Several times in these columns we have told of the splendid use to which actual properties from our Hollywood Studio are being put in Japan. A new batch of evidence has just come to hand from Mr. J. W. Piper, in charge of the Japanese office during the absence in New York of Mr. Cochrane, and it covers principally "Song of Songs" and "A Farewell To Arms." "Song of The Matsuzaka-ya Department Store,



which ranks with the finest and most up-to-date stores of the world, pre-pared at its own expense a marvelous display of the properties used in both pictures, and so advertised the display that hundreds of thousands of men, women and children flocked from all parts of Tokyo to see it. terprise of the highest order, and no small share of the credit for it belongs to Tom Cochrane and his live-wire gang of Paramounteers.

FRENCH PICTURE BREAKS THEATER RECORDS

"Un Soir de Reveillon", Paramount Picture with Henry Garat, Meg Lemonnier and Dranem in the stellar roles, was all to the money in Paris recently where it played to the biggest crowds ever at the Paris Paramount Theater. The front of the house is shown in the picture at the right, with crowds a blurred mass of moving humanity on the sidewalk. In the picture below are seen hundreds of "standees" waiting their turn to get in. The line continued far beyond the focus of the camera.



ROUMANIAN "BABIES"

"A Bedtime Story" was certainly an exploitation 'natural' for most countries, and we don't think that we shall ever tire of illustrating this particular stunt. It's only variation is that sometimes real babies are used, and at other times dummies are made use of. The depiction above, staged by the manager of the Cinema Dacia in Cluj, Roumania, resulted in the picture being held for two weeks to very marked success. Such a fine result added to such enterprise certainly merits the highest commendation.





AMAZING MIRROR DANCE IN NEW PARAMOUNT MUSICAL

The Mirror Dance in "Sitting | are used, but by a miraculous mirror seen in any film. Fifty beautiful girls you see it.

Pretty," part of which is pictured effect, the screen will show more than below, will prove to be one of the most astoundingly beautiful sequences ever but it will lift you to your feet when



A PAIR OF STUNNING SPANISH POSTERS

Inasmuch as the American posters for "Cradle Song" concentrated on the selling of Dorothea Wieck as a new film personality, and omitted all mention or depiction of the sublime religious angle to the pieture's appeal - and since this angle was the pieture's chief attrac-

THE COLOMBIANS GAVE PESOS AND PRAISE TO "SONG OF SONGS"

Routed to us by way of General Manager John B. Nathan of Central and Northern South America, comes word from Manager Alvaro Reyes in Colombia regarding Marlene Dietrich's "Song of Songs." Said he:
"Our share from "Song of Songs"

at the Apolo Theatre in Bogota represents a record for all previous Dietrich releases. Weather conditions could not have been worse. Pouring rain was endured every day and at every hour, yet the picture did SRO business up to and including Sunday. Dietrich is filmdom's greatest star.

PARAMOUNT AGAIN DOM-INATES BROADWAY

Our insistence on the point that "the good old times are back with us again" is further exemplified by the spectacle of four (4) Paramount pictures again dominating Broadway. "Cradle Song" is at the Paramount, "Design for Living" is at the Criterion, "Duck Soup" at the Rivoli, and "White Woman" at the Rialto.

And all doing grand business.

BRITISH TRADE PRESS RAVES OVER "I'M NO ANGEL"

The following tradepaper excerpts, which need no elaboration outside of their own content, have been taken from the British tradepapers following the trade showing of Mae West's I'M NO ANGEL at the Carlton Theatre, November 7th:

of Mae West's I'M NO ANGEL at the Carlton Theatre, November 7th:

"Hardboiled romantic comedy, rampant with sex, carried along with the robust hearty humor of Mae West, the buxom blonde with the inviting smile and wicked drawl. She gives the picture all she's got—she's got plenty — and rides rough-shod over delicate ground with devastating bravado and daring. Following swiftly in the wake of "She Done Him Wrong", this film should have no difficulty in shaking up the box-office, but it is no soft diet for babes and sucklings."

... Kinematograph Weekly.

"The richly opulent personality of Mae West strides as a veritable colossus of hard-boiled femininity throughout "I'm No Angel", with confidence, assured that astute exploitation of an intriguing title and the slinky star of "She Done Him Wrong" will produce the expected reactions at the box-office"..... Today's Cinema.

"An audience representative of all branches of the industry — exhibitors, distributors, and several well-known producers — last night saw the new Mae West creation "I'm No Angel" and the reaction to the picture left no doubt that the film is one that will be talked about by every kind of screen paper. The characteristic feature of Mae West is that she makes it impossible for audiences to sit back passively, they have to fall to the spell of her magnetism and personality. Nothing quite like Mae West has yet appeared on British screens and everybody will be anxious to see "I'm No Angel" if only to form their own opinion of this provocative artiste."... The Cinema.



tion in Latin American countries New York proceeded with the making of a special one sheet and a

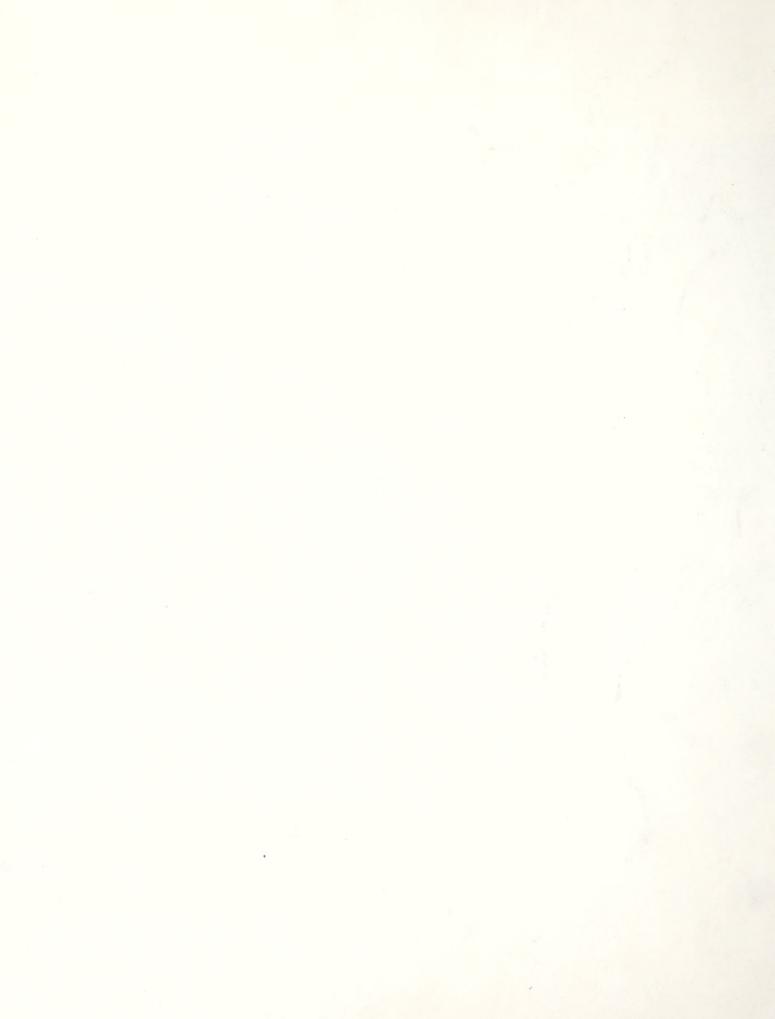


three sheet in Spanish. These are illustrated herewith, principally for the reason that they may contain eertain ideas which might be useful to those territories which make up their own posters.

PIERPOINT IN VENEZUELA

Samuel E. Pierpoint, who was recently promoted from manager Guatemala to the post of Special Representative in Central America, has left Cristobal under instructions from General Manager of Central America, John B. Nathan, for Caracas, Venezuela. From this point he will make a special survey of the entire republic of Venezuela.





Paramount ternational elits PRICE: Your Conception of Paramount's Good Will Vol. I, No. 7

JANUARY 1, 1934

ALL SIGNS MARVELOUS YEAR POINT TO A

(A Message from Our International Corporation's Vice President)

NINETEEN THIRTY-FOUR has all of the earmarks of being a truly marvelous year. It already has in anticipation a sparkle which seems destined to be linked with more than pleasant success. In other words, 1934 — the figures of which seem to look more bright and shining than any others in a long time - looks like the materialization of those 'good times' that we've told you about ever since the new Paramount International News appeared. Everything points to it, positively everything!

Over here at the Crossroads of the World which happens to be our lookout tower for the International Legion, things are humming merrily. The new spirit that's abroad throughout the halls and corridors of this great edifice makes happy music in one's ears. The sterling quality of the Paramount pictures which unreel before our eyes on an average of slightly more than one a week, is dancing beauty before our eyes. And the happy confidence which we find in every handclap constitutes a touch which completes the trio of senses which we expect to round out our assurance of success during this

year. Things sound good, they look good and they feel good.

And when it comes to offering thanks for our being able to feel this way, we find first place for thanks in the genuineness of our organization. Never were we more strongly entrenched from the standpoint of manpower. Never did we feel, not only at home but also abroad that we have the men and women who will carry through with their jobs no matter what the circumstances. Never did we feel more sanguinely that we have a complete, powerfully-knit organization which is at once the envy and admiration of every other film company in the world. So our organization is Ace Number One in the front that we present to 1934.

Ace Number Two is our Product. Our grand creation-centre

in Hollywood gave us many smashing winners during the year which has just passed. We gained new stars and a great deal of new prestige for the production paths which we blazed. And we face 1934 with a talent array that is unmatchable. Marlene Dietrich, Mae West, Claudette Colbert, Charles Laughton, the Marx Brothers, Fredric March, Dorothea Wieck, Bing Crosby and a great many others are there in that arc of stars around the Paramount mountain of our trade mark to tell all the world why 'a Paramount Picture constitutes the best show in town' - and in any town throughout the world. And to further insure the truth of this statement which has endured through so many years, Paramount also has an unmatched brigade of directors headed by Cecil B. De Mille, Ernst Lubitsch and Josef von Sternberg.

There are still other Aces in our hand, which 'bridges' all the oceans and continents, and which never shakes because it is held by Paramount. Ace Number Three might well be styled our Publicity, Advertising and Exploitation service, jointly emanating from the Studio and from New York, and flowing out swiftly to the world through a multitude of channels.

SYDNEY OFFICE BROADCASTS POTENT MESSAGE



COMING: The Greatness of Nineteen Thirty-four is magnificently exemplified and broadcast in the Sydney office by this announcement board, of twenty-four-sheet proportions, which tells all exhibitors visiting the Australian metropolis some of the things that they can expect from Paramount. The display was prepared under the direction of John E. Kennebeck by Hermann E. Flynn, Reg Kelly and Bob White.

Complete the hand as you will, for you who are such loyal Paramount Legionnaires know this organization of ours as you know the faces and characteristics of those vou love best. But whichever way you do the completion, be sure and have it come out so that you have a Paramount which faces this New Year more completely confident, more sincerely determined, and more uncompromisingly certain of success than any Paramount that you have ever known in the past.

For that is just how your Organization's major executives view the manner in which you International Legionnaires are going to handle this most important of all years to date - this 1934 which means more to our

(continued on Page 2)

Paramount International News

Published on the first of every month preceding issue date from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry.

No. 7 Vol. I January, 1934

(continued from Page 1)

Company than any other year. I am taking the very great liberty of assuring these executives in advance that their confidence in you all will not be misplaced. I, too, thank you in advance for all of the courageous efforts on behalf of Paramount that you will expend during 1934.

TWO BELOVED PERSONALITIES MEET AGAIN

Showstick



Paramounteers the world over have "Alice In Wonderland" to thank for bringing together over a contract form our President. Adolph Zukor and Mary Pickford, who still reigns supreme as The World's Sweetheart.

As these lines are being printed, Mary is appearing on the stage of the Paramount Theatre in New York City. After twenty years she is back on the boards again, and she is appearing in the first act of "The Church Mouse." Only her great love for "Alice in Wonderland," and her deep affection for Paramount could have made this situation possible.

It goes without saying that the Paramount Theatre this week is doing a terrific business, with the house record destined to be smashed in every possible fashion.

LANGE HEADING HOME

General Manager Fred W. Lange is heading back to his Argentine headquarters, having sailed from New York for Buenos Aires last Saturday. His stay in Home Office has enabled him to see in advance several of the Paramount Success Pictures that Argentina will have for distribution during 1934.

TRIBUTES TO MR. E. E. SHAUER

It has been impossible for us to print all of the magnificent tributes to the memory of Mr. Shaner which have swept to Home Office ever since that bitter day in November. What we have done, instead, is to print a selected and representative few which we trust will serve as tokens of the vast wave of admiration for a great memory, and sympathy for those left behind.

CARL P. YORK'S TRIBUTE

Mr. Hick's cable announcing Mr. Shaner's passing away just received ... The news was a great shock to me and, in fact, to everyone con-neeted with the Paramount Scandinavian organization. Personally I feel his loss very seriously because to me he was not only the big leader but also a great friend, who really was responsible for this Viking Division for which he selected me as the head.

I have known Mr. Shancr since 1915 or 1916, and before I became a part of Paramount I was buying pictures from him for Scandinavia for many years and in all my dealings with him I have never once had occasion to question his fair-ness or doubt his sincerity... During the years I have been directly connected with Paramount under Mr. Shauer's leadership, he has personally been active and helpful in many of the most important deals made by this organization, and the advice and enconragement which I have always received from him has been greatly instrumental in making our organization in Scandinavia what it is today.

Mr. Shauer made several visits to these territories and everybody who eame in personal contact with him learned to love and respect him. The greatest thing in my estimation which can be said about Mr. Shauer and his personality is that our competitors, whenever they have referred to Paramount's progress here, always made the state-ment that "it is not difficult for Paramount to do this and do that when they have such an understanding and experienced leader as Mr. Shaner in the foreign field". and this is absolutely true.

Personally I am glad, happy and thankful that I, in my youth, came in contact with this wonderful man whose teachings have convinced me that it is possible to be a great organizer and a clever business man and at the same time to be on the level with everybody. Mr. Shauer's whole heart, soul and mind was wrapped up in the word "Paramount". He lived and died a Paramount man.

We, in the foreign legion particularly, will always remember Mr. Shaner as the living trademark of Paramount. His inspiration, teachings and most wise leadership will live in the hearts of every Paramount legionnaire for ever and ever. Mr. Shauer has done his life's labor and has left the future to be earried on by his successors.

The best way in which we can honor the memory of our beloved and respected chief, the late Mr. Shauer, is to live and work for Paramount as he did and keep the Foreign Legion in the lead always and everywhere.

FROM COPENHAGEN

The day the sad news that Mr. Emil E. Shaner had passed away came to my knowledge, it deeply saddened me to realize that I had suffered a keen loss — not only of a highly esteemed, considerate exeentive but likewise of one of the best friends it has ever been my good fortune to have

INGVALD C. OES

THE TRIBUTE OF JAMES A. SIXSMITH

(Secretary-Treasurcr, Australia)

"No words of mine can adequately express how I personally feel the loss of Mr. Shauer, not only because he has been such a wonderful friend to me, but because, in common with all who knew him, I have had for him something even greater than respect. Mrs. Shauer and Mr. Melville Shauer indeed have the heartfelt sympathy of the entire Australian organization.

VALE, MR. SHAUER ("Paramount Punch", Sydney, Australia)

brief eablegram from Mr. Hicks gave us the sad message that Mr. Shauer passed away in New York on the morning of November 16th.

Particularly does this organization in Australia, New Zealand and the Far East feel keenly the great loss of our loving and distinguished friend who cherished us as his Blue Ribbon Bunch'

The staffs in Head Office and all Branches assembled in their respective offices on November 17th, and together observed a moment of silence out of loyal respect and love for him whose star of leadership has set to guide us still onward to greater things for the organization. Mr. Emil E. Shauer was in his sixtyeighth year. He was a member of the Board of Directors, Assistant-Treasurer, and General Manager of the Foreign Department of Paramount Pietures, Inc., in which latter position he controlled the organization of manpower that sold and distributed Paramount pictures in 71 countries. In 1925 with Mrs. Shaucr, he visited Australia, when this organization had the pleasure of meeting him.

FROM SINGAPORE

It was with profound regret that we heard of the late Mr. Shauer's passing. It is indeed a great and irreparable loss. For many years one has been wont to couple the name of Mr. Shauer and Paramount together, and it is extremely doubtful whether the major portion of our organization can magine the inestimable amount of whole-hearted labour he imparted into a great and valuable work. Mr. Shauer's memory will be monumental. Our loss is incalculable and words are so unsatisfying. Requiescat in pace.

Paramount Film Service Limited

Paramount Film Service Limited (signed) Paul Verdayne

När jag hörde om Mr. Shauers död passerade revy en hel rad av år tillbaka i tiden av idel vackra och de mest angenäma minnen under min filmtid.

Jag kommer ihåg första gången, när jag tillsammans med Direktör York var i

oag kommer inag forsta gangen, nar jag tillsammans med Direktör York var i New York och köpte filmer av Mr. Shauer, bl. a. en Gloria Swanson-film med vilken förståalse och värme han behandlade oss. Det är få affärsmän, knappast någon, som jag träffat under min 20-åriga filmbana, som haft en sådan inre förståelse för film och filmens folk som denna nobla och fina människa. Under hela den tid, som jag varit anställd i detta förnämliga bolag, har jag många gånger haft tillfälle träffa honom och konstatera, att denne man säkert var en av de främsta personer som funnits inom filmbranschen. Bl.a. var Mr. York, Mr. Oes, Köpenhamn, och jag med honom i Stockholms skårgård på en fisketur. De två underbara och härliga dagar, vi där upplevde, glömmer aldrig någon honom i Stockholms skärgård på en fiske-tur. De två underbara och härliga dagar, vi där upplevde, glömmer aldrig någon av oss, som voro med. Mr. Shauer var lika förtjust som vilken pojke som helst, och vi voro förvånade över denne 50-årige yngling och hans sätt gentemot oss. Denne vär högste ledere var under dessa dagar som den bästa kamrat.

som den bästa kamrat.

Jag kommer alltid att minnas honom i hela mitt liv och jag tror knappast, att jag får tillfälle mera i livet att träffa er man till, som jag skulle våga hoppas vara av den ärliga och uppriktiga natur som Shaner

r. Snauer var. Frid över hans minne. Alfred Björck Manager för Chinateatern i Stockholm

Manager för Chinateatern i Stockholm

Emil E. Shauer är död! Budskapet nådde mig under en resa i mellersta Sverige och kom så plötsligt, att jag knappast ville tro mina öron. Jag påminner mig mycket väl mitt första sammanträffande med Mr. Shauer och fick då vid första ögonkastet klart för mig, att jag stod öga met öga med den rutinerade affärsmannen, om vilken jag hört så mycket gott. Under årens lopp har jag varit i tillfälle att sammanträffa med Mr. Shauer flerfaldiga gånger, och vi här hemma i Sverige motsågo alltid hans besök med spänning, glädje och efterlängtan. Vid dessa besök hade jag så rika tillfällen att lära känna den nu borgångne och än mera få det impräntat hos mig, att Mr. Shauer var typen för en god människa, en vån och kamrat i ordets vackraste och innerligaste betydelse.

Paramounteers,' Måtte Mr. Shauer ständigt stå som en förebild för oss, hur vi skola leva och verka för vårt företag och genom livet som sådant.

Stockholm den 22 nov. 1933
Paul Sandberg

UN GRAVE LUTTO DELLA **PARAMOUNT** La morte del Signor EMIL E. SHAUER

Ci ginnge improvvisa la notizia della morte del Signor Emil E. Shauer Vice-Presidente della "Paramount International Corp".

La perdita ehe subisee la nostra Organizzazione è gravissima. Il Signor Emil E. Shauer dette, fin dai primordi, per lunghissimi anni, la sua piena attività e il suo ingegno all'espansione della Paramount all' Estero eollaborando eon tutte le forze all'affermazione e alla potenzialità della nostra Casa in tutto il mondo.

La sua morte ei porta un vivissimo dolore. Aneora ieri la sua parola ei giungeva, animatriee e piena di ottimismo, a rafforzarei per il più grande lavoro e le pagine del nostro Bollettino l'accolsero per portare a tutti i Paramountisti Italiani uno sprone ed una fede per l'avvenire.

Del Signor Emil E. Shauer conerveremo il più grande ricordo e la memoria di Lui resterà per sempre in noi. Egli era, più che un Capo, quasi come un nostro affettuoso papà.

Le condoglianze sentite e commosse della Paramount Italiana giungano ai familiari ed agli intimi il eni dolore trova un'eco profonda nci nostri euori.

"Paramount" Roma (Italy)

"Alice In Wonderland" Is Really Wonderful

PARAMOUNT truly achieves screen immortality through the magnificent film version of "Alice In Wonderland" that our Hollywood studio has produced. "Alice" is one of the classics of all time, and it was right and fitting that in putting it onto celluloid the world wanted to see the task performed in the true spirit. That this has been done is shown in the merited success with which the picture is being received not only in America, but also in other parts of the world.

At the right we reprint in complete fullness a cable received by Mr. Hicks following a special screening of the picture in London for the benefit of Mrs. Hargreaves, who enjoys the distinction of being

the inspired model of Lewis Carroll many years ago when he created his immortal fantasy. Mrs. Hargreaves is now almost ninety years of age, but you can see for vourself the thrill that the film version of the picture gave her.

At the time of our going to press the picture is being publicly presented in London and is attracting widespread attention. In other words, it is a very real success. It has also having seasonal presentation in Holland, Japan, and all of the Scandinavian countries, and we regret having to go to press without being able to include word of actual achievements in each of the territories mentioned.

The other great territories of cur Paramount Empire, too remote to give the picture Christmas release because of the proximity of the film's completion date to Christmas, are now planning Easter release and we haven't any doubt in the world but that they will shatter old records of presentation and exhibition achievement.

We want to take this opportunity of reminding all territories that we are compiling in New York the

A REMARKABLE LONDON CABLE

This cable contains the truly historic reactions to the film version of "Alice In Wonderland" of "Alice" herself. The Mrs. Hargreaves mentioned in this cable was once the little girl that Lewis Carroll wrote about when he wrote "Alice In Wonderland." Alice Hargreaves, and she now lives in London.

MRS HARGREAVES IN INTERVIEW AUTHORIZED FOR PUBLICATION THROUGHOUT WORLD SAYS BEGIN QUOTE I WAS DELIGHTED WITH FILM AND AM NOW CONVINCED ONLY THROUGH MEDIUM OF TALKING PICTURE ART COULD THIS DELICIOUS FANTASY BE FAITHFULLY INTERPRETED STOP EVEN THOUGH I WAS FORTUNATE ENOUGH TO HAVE FANTASTIC ADVEN-TURES DESCRIBED TO ME BY LEWIS CARROLL HIMSELF I WAS STILL LIKE EVERYONE ELSE FORCED TO RELY UPON MY IMAGINATION STOP BUT IN FILM VERSION I SAW ALICE OF LEWIS CARROLL AND TENNIEL GO DOWN THE RABBIT HOLE AND CHANGE FROM GIANT DOWN THE KABBIT HOLE AND CHANGE FROM GIANT TO MIDGET STOP I SAW BABY TURN INTO PIG BEFORE MY EYES AND GRIN HANG IN AIR LONG AFTER CHESHIRE CAT HAD VANISHED STOP EVERYTHING WAS CAPTURED FOR ME AND MADE TANGIBLE STOP I COULD SEE EVERY CARE BEEN TAKEN TO ADHERE AS NEARLY AS POSSIBLE TO GREAT ORIGINAL STOP NO CRITIC IS SO SAVAGE AS LOVER OF ALICE BUT I WHO HAVE SUCH AFFECTION FOR BOOK AND AUTHOR FEEL SURE FILM WILL SATISFY EVERYBODY STOP I AM GLAD AN EDITION OF ALICE ILLUSTRATED FROM FILM IS SOON TO BE PUBLISHED FOR LIVING CHARACTERS WILL STIMULATE IMAGINATION WITHOUT SPOILING ILLU-SIONS STOP ALICE IS PICTURE WHICH REPRESENTS REVOLUTION IN CINEMA HISTORY STOP IT IS GRACE-FULLY AND CHARMINGLY DONE AND I CHERISH THE HOPE IT WILL BE TREMENDOUS SUCCESS END QUOTES

clude the highlights of every coun- every way we can, and see that it all time, and we want this to in- is forwarded; we'll make use of it of in even her wildest dreams.

try's publicity and advertising finds also a permanent place of campaign, as well as record of the record in our scrapbook, which exploitation highspots of every ter- will probably be bigger, better and greatest scrapbook for a picture of ritory. Be sure that your evidence more fanciful that Alice dreamed

FOURTEEN DIVISIONS OVER QUOTA: FIVE OTHERS WITHIN STRIKING DISTANCE OF 100%

This bright, glittering day so early in this wonderful New Year finds practically half of the Divisions of Paramount's International Division well over the Quota mark. To be precise, fourteen of the territories have passed the three-figure mark. while a further five are within that magic goal-shooting circle denoted by the gap between 95% and actual Quota.

There's real accomplishment for you! It's the right sort of news to back up that glowing statement by John W. Hicks, Jr. which so enlivens the cover of this particular issue. We do wish that we could tell you who is in the lead, which are the Divisions over Quota, and all that sort of thing: but just hold your horses for next month's issue. Then you'll know the winners, which after all is principally the news to be known.

In other words, "Alice In Wonderland" gives to Paramount International Corporation — to 'us fellows and girls' of Paramount's Legion — the opportunity of creating a record of achievement that must forever redound to our credit. Let's take fullest advantage of it!

PRAISE FOR CABLE

London cable from Mrs. Alice Hargreaves, published at the left, has already evoked much favorable comment from publicity men and newspaper editors, as well as exhibi-tors all over the United States.

One of the first commendations to reach Home Office came from E. H. Gooding, Motion Picture Editor of the Buffalo (N.Y.) Evening News. Mr. Gooding's letter, addressed to Al Wilkie, U. S. Publicity Chief, was as

Permit me to congratulate you and the Paramount organization on the greatest and most legitimate publicity stunt ever engineered the statement by Mrs. Alice Har-greaves on ALICE IN WONDER-

"ALICE" PAYS VISIT TO HOME OFFICE

Charlotte Henry, gifted young actress in her 'teens who is now known the world over as "Alice" of "Alice in Wonderland" fame, paid a visit to New York a week or so ago, and bestowed her beautiful smile upon John W. Hicks, Jr., and his aides at the home office of the Foreign Legion.

Later in the day Miss Henry was the guest of honor at a tea in the Waldorf

Astoria Hotel. About fifty press correspondents representing New York and the larger cities throughout the world were All present. were eminently impressed with her charming personality, When "Alice

learned of the simultaneous wide-world premiere of "Alice in Wonderland" she confided to home office executives that she hoped our Foreign Legionnaires throughout the world would have as much pleasure in selling the production as she had in mak-

In the picture above she is shown holding a copy of Paramount Inter-national News. The costume is the one she wears in the film.

Incidentally, Miss Henry's contract has been renewed by Paramount.



LES NOUVELLES DU MOIS CHEZ PARAMOUNT

D'émouvants témoignages d'hommages à la mémoire du regrette M. Shauer continuent à nous arriver de tous les côtés du monde. Nous en avons choisi quelques-uns pour les publier dans notre numéro de ce mois, mais nous savons que vous comprendrez que nous ne pouvons pas publier même une minime proportion de ceux que nous recevons.

"Alice in Wonderland" est en voie de battre de nombreux records mondiaux. Nous vous signalons toute une série de faits sur ce succès dans notre numéro de ce mois dont nous avons intentionellement retardé la publication pendant une semaine afin de pouvoir vous donner les rapports cablés de pays qui ont la bonne fortune de montrer ce film au public au même moment où il était présenté aux Etats-

Quelles que soient les rumeurs que vous puissiez entendre, il y a encore quatre films de Fredric March à venir des studios Paramount.

Quand vous lirez ces lignes nous serons déjà en 1934, et nous n'avons aucune intention de vous cacher que l'année nouvelle verra une beaucoup plus grande organisation Paramount qu'elle a jamais été pendant toute son histoire antérieure.

Les premiers avis qui nous parviennent de Hollywood à ce sujet, prédisent que le second film Paramount de Dorothea Wieck, "Miss Fane's Baby Is Stolen," que ce sera l'un des plus émouvants drames d'amour maternel de l'écran créé jusqu'à ce jour. Mlle Wieck reçoit dans le film une splendide coopération de Alice Brady et de Bébé Le Roy.

Au moment où nous écrivous ces lignes Cecil B. De Mille est à New-York, et nous avons pu lui présenter nos félicitations pour son magnifique mélodrame qui porte le titre de "Four Frightened People" qui a été tourné à Hawaii avec Claudette Colbert, Ilerbert Marshall, Mary Boland, William Gargan et Léo Carillo. Nous avons aussi eu le plaisir d'entendre M. De Mille nous dévoiler certains de ses projets pour "Cleopatra" qui promet d'être la plus grande production De Mille depuis "The Ten Commandments

Carl Brisson, la fameuse étoile dannoise de la scène et de l'écran, s'en va ce mois-ci à Hollywood pour son premier film Paramount. Il va sans dire que ce premier film sera une production musicale dans laquelle Carl aura de nombreuses occasions pour chanter. Il aura comme partenaire féminin Kitty Carlisle, dont la voix est plus belle et plus fine qu'aucune voix de femme entendue jusqu'à présent dans les films Paramount.

Pendant le mois de décembre nous avons eu le grand plaisir de recevoir la visite de M. Fred W. Lange, le directeur général de Paramount en Ar-

"Sitting Pretty", le film musical Paramount, est tellement bon qu'il a été retenu à l'affiche du Paramount Theatre de New-York pour une deuxième semaine. En même temps Gary Cooper a paru sur la scène dans un sketch.

Quand "Alice in Wonderland" sera donné au public dans votre territoire, faites en sorte d'envoyer à New-York toutes informations possibles sur son exploitation et sa publicité. Nous nous préparons à recueillir la plus grande (continued on Page 8)

PARAMOUNT'S NEW LONDON MANAGER

Managing Director J. C. Graham, of the Paramount organization in Great Britain and Ireland announces the appointment of Douglas Abbey as London branch manager. Mr. Abbey, who has been with Paramount for the past twelve years, has already assumed his new duties.



Un interesante grupo de empleadas de la división de "Los Gauchos" que gozau de generales simpatías y enya labor entusiasta y optimista se desenvuelve con singular eficacia. Sou de izquierda a derecha: Sra. Dorothy M. de Parrott, Srtas, Ada Nardi, Ela Griebeu, Celia Colombo, Elida Gouzalez, Aida Grillo, Maria Galarza.

NOTICIAS PARAMOUNT PARA EL MES

Prueba elocuentísima del general entimiento causado por la muerte del señor Shauer han sido los mensajes de condolencia que hemos seguido recioiendo de todas partes del mundo. Por imponerlo así lo limitado del espacio de que disponemos, se publican sola-mente algunos de ellos.

"Alicia em el País de las Hadas' ("Alice in Wonderland") entra al cine para batir todos los records. Damos gran copia de datos acerca de esta película en el presente número, cuya salida se ha retardado una semana a fin de poder publicar los informes cablegráficos de los países que han tenido la suerte de estrenarla al mismo tiempo que los Estados Unidos.

Sean cuales fueren las noticias que havan llegado a oídos de ustedes, hav cuatro películas más de Fredric March para las proximas programaciones Paramount.

Cuando estas lineas lleguen a manos de nuestros lectores habrá comenzado ya el año de 1934. No es un secreto que durante él veremos a la organización Paramount más pujante que en ningun otro de nuestra his-

Noticias llegadas de Hollywood nos enteran de que la segunda película de Dorothea Wieck para la Paramount, "Han robado el niño de la señorita Fane" ("Miss Fane's Baby Is Stolen"), será uno de los dramas de amor (continued on Page 8)

PARAMOUNTS MANADSNY. HETER

Otaliga bevis på, hur djupt Mr. Shauers frånfälle har berört våra vänner över hela världen nå oss dagligen. Vi trycka endast några få utvalda av dem i detta månadshäfte, tv vi veta att ni alla vill förstå att vi inte har rum för även en bråkdel av alla, som kommit oss tillhanda.

'Alice In Wonderland' kommer att slå många världsrekord. Vi delgiva en del fakta om den framgång denna film redan haft i detta månadshäfte, som vi med flit tillbakahöll för en hel vecka så att vi i detsamma skulle kunna innesluta telegraferade raporter från de länder, som ha den stora turen att utsläppa denna film samtidigt som i Förenta Staterna.

Vad ni än kommer att höra angående saken, faktum är att det utkoinmer inte mindre än fyra nya Fredric

March filmer.

När ni läser detta äro vi allaredan i andra veckan av 1934, och vi ämna inte hemlighetshålla att detta år kommer att få se en ändå mera vidsträckt Paramount organisation än vi någonsin haft.

Raporter ha allaredan inkommit från Hollywood om Dorothea Wiecks andre Paramount film, "Miss Fane's Baby is Stolen", försäkrande oss om att den är den mest rörande film om moderskärlek, som någonsin inspelats. Miss Wiecks medspelare äro inga mindre än Alice Brady och Baby LeRoy.

Cecil B. De Mille är just nu i New York på besök. Vi har därför haft tillfälle att gratulera honom för hans storartade arbete i "Four Frightened People", som inspelades under hans ledning i Hawaii med Claudette Colbert, Herbert Marshall, Mary Boland, William Gargan och Leo Carillo, Det var en angenäm upplevelse att höra honom berätta om sina planer för "Cleopatra", som har alla förutsättningar att bli hans största film sedan "The Ten Commandments".

Carl Brisson, välkänd dansk filmoch scenskådespelare lämnar England för att resa till Hollywood, där han skall inspela sin första, stora Para-Vi behöver knappast mount film. påpeka att hans första film kommer att bli en operette med åtskilliga sånger för Carl. Kitty Carlisle kommer att bli hans motspelerska. Hennes röst är större och onekligen bättre än någon annan av Paramounts kvinnliga

I december hade vi nöjet att mottaga Fred. W. Lange, Paramounts verkställande direktör från Argentina, som vår gäst.

"Sitting Pretty", Paramounts senaste sång och dansfilm, var så bra att den spelades för två, veckor på Para-mount biografen i New York. Gary Cooper uppträdde samtidigt på denna biografs scen i en liten intim sketch.

När "Alice In Wonderland" läppes i edert speciella distrikt, glöm ej att skriva till oss i New York för att få allt möjligt annonserings material. Vi plannera att utsända den största annonserings-katalog, vi någonsin utgivit, om denna film och det är möjligt, att vi kommer att överlämna denna film till något National Museum, när den är färdig.

Dessa rader skrivas under en av de allra sista dagarna av år 1933. Och vi vilja att ni skall förstå att det är idel glådje i Paramounts skyskrapare vid "världens korsväg" York — en glådje, som bevisar, att alla våra bekymmer ha bleknat bort

(continued on Page 8)

PARAMOUNT NACHRICH-TEN VON BEDEUTUNG

immer noch laufen Beileidsschreiben aus allen Erdteilen für unseren dahingeschiedenen Führer, Emil E. Shauer, ein. Wir bringen einige Beileidsbriefe zum Abdruck, aber Sie werden wohl verstehen können, dass es sich nur um einen Bruchteil handelt. Alle zu veröffentlichen würde zu weit führen.

'Alice in Wonderland" ist fertig und befindet sich bereits auf dem Wege neue, ungeahnte Kassenrekorde aufzustellen. Wir hielten diese Ausgabe der Internationalen Paramount Nachrichten absichtlich eine volle Woche zurück, damit wir auch die Reporte derjenigen Auslandsabteilungen bringen konnten, die diesen Märchenfilm mit den Vereinigten Staaten zugleich uraufführten

An dieser Stelle möchten wir darauf hinweisen, dass Fredric March allen Gerüchten zum Trotz noch vier weitere Filme für Paramount inszenieren

Wenn diese Nummer in Ihren Besitz gelangt, schreiben wir 1934 und wir machen kein Hehl daraus, dass dieses neue Jahr eine weitaus grössere Paramount Organisation erleben wird und wir Erfolge verzeichnen werden, wie sie einzigartig in der Filmindustrie dastehen.

Wir hören aus Hollywood, dass Dorothea Wieck's zweiter Paramount Film "Miss Fane's Baby Is Stolen" eines der packendsten Dramen von Mutterliebe ist, das seit langem über die Leinwand lief. Miss Wieck findet in Alice Brady und Baby LeRoy zwei

hervorragende Gegenspieler. Während sich diese Zeilen im Druck befinden weilt Cecil B. DeMille in New York. Wir hatten Gelegenheit ihn zu seiner sensationellen Kreierung "Four Frightened People" zu beglückwünschen, die in Hawai verfilmt worden ist und Claudette Colbert, Herbert Marshall, Mary Bolan, William Gargan und Leo Carillo in den Hauptrolten zeigt. DeMille kam auch auf seinen nächsten Grossfilm "Cleopatra" zu sprechen, und wir können schon heute verraten, dass-wenn nicht alle Anzeichen trügen - diesem Film ein Erfolg beschieden sein wird, wie wir ihn seit DeMille's "Zehn Gebote" nicht erlebt haben.

Der berühmte dänische Film- und Bühnenstar Carl Brisson befindet sich auf dem Wege nach Hollywood. Er wird noch in diesem Monat seinen ersten Paramount Film starten, der natürlich viele Gesangeinlagen hat. Die weibliche Hauptrolle hat Kitty Carlisle inne und ihre blendende Stimme wird viel dazu beitragen, diesen Film zu einem durchschlagenden Erfolg zu gestalten.

Ein willkommener Besucher in der Zentrale ist Paramount's argentinischer Filialleiter Fred W. Lange.

Paramount's Revuefilm Pretty" rief derartige Begeisterung hervor, dass er im New Yorker Paramount Theater eine zweite Woche auf dem Programm beibehalten wurde. Auf der Bnhne gab es Gary Cooper

Sobald Sie "Alice in Wonderland" vertreiben, erbitten wir alles Reklameund Propagandamaterial, denn wir beabsichtigen, von diesem Film das grösste Sammelbuch der Welt herzustellen. Es besteht die Mözlichkeit, dass es nach Fertigstellung einem Museum übergeben wird.

Es ist Jahreswende und hier in der New Yorker Zentrale herrscht ein Optimismus, wie wir ihn schon lange

(continued on Page 8)

LE NOTIZIE DEL MESE DELLA PARAMOUNT

Commoventi espressioni di cordoglio in memoria del compianto Mr. Shauer continuano a pervenirci da ogni parte del mondo. Ne pubblichiamo qualcuna nella presente edizione ma ci e' purtroppo impossibile di pubblicarle tutte, come sarebbe nostro vivissimo desi-

"Alice in Wonderland" e' pronta a battere tutti i "records" esistenti al Vi diamo una quantita' di mondo. particolari relativi al successo della film in questo numero, che per uno scopo particolare noi ritardammo di una settimana a pubblicare, volendo insieme anche stampare i rapporti telegrafici pervenutici dai paesi i quali hanno avuto la fortuna di vedere la film simultaneamente agli Stati Uniti.

Non importa quel che avete sentito, ma ci sono ancora quattro films pronte e che la Paramount pubblichera' al piu' presto, di Fredric March.

Saremo gia' entrati nel 1934 quando leggerete questo scritto, e non e' affatto un segreto se affermiamo che quest'anno sara' testimonio di uno sviluppo dell'organizzazione Paramount superiore ad ogni altra nella

Delle notizie in auticipo sul nuovo film di Dorothea Wieck, il secondo della Paramount "Miss Fane's Baby is Stolen" e che giungono da Hollywood ci dicono che esso e' uno dei piu' emozionanti drammi mai dati in film. La Wieck e' ottimamente unita nel lavoro con Alice Brady e Baby Le Roy.

Cecil B. De Mille e' in questo momento che scriviamo a New York e cosi abbiamo potuto congratularci con lui per la magnificenza del melodramma noto col titolo di "Four frightened people" che e' stato girato nelle Hawaii con Claudette Colbert, Herbert Marshall, Mary Boland, William Cargan e Leo Carillo. Un vero momento emozionante per noi fu quando sentimmo dire da De Mille qualche anticipo sulla film "Cleopatra" che ha tutto l'aspetto di essere la maggiore delle opere ideate da De Mille dopo 'I Dieci Comandamenti".

Carl Brisson, il famoso artista cinematografico danese ed artista assai noto, va ad Hollywood questo mese per lavorare nella sua prima film

Paramount.

Va da se' che questo sara' un lavoro musicale, con molti pezzi da cantare per Carl. Egli avra come sua principale pratagonista Kitty Carlisle, la cui voce e superiore e piu' bella a tutte quelle finora sentite nelle produzioni Paramount.

Entro Dicembre avemmo il piacere di ricevere una visita di Mr. Fred W. Lange Agente Generale della Para-

mount per l'Argentina.

"Sitting Pretty" la film musicale del-la Paramount e' andata cosi bene che si e' dovuta lasciare ancora una settimana al Paramount Theatre in New York.

Gary Cooper e' apparso sul palcoscenico del teatro, in una breve scena,

lurante questo tempo. Nel mentre "Alice in Wonderland" i diffonde nel vostro territorio, non nancate di inviare a New York tutte e notizie possibili della diffusione stessa e della pubblicita'. Noi pensiamo de preparare la piu' grande campagna fondata sui ritagli e rapporti di giornali e pubblicitari che mai i sia avuta al riguardo di questa film. quando il volume completo di questi

(continued on Page 8)

TOPICOS MENSAIS DA **PARAMOUNT**

Temos recebido um grande numero de mensagens pêsames de pela morte do nosso estimado director, Mr. Shauer. Publicamos neste numero alguns excerptos desas cartas de condolencia, mas o espaço de que dispomos não nos permite transcrever muito. O que aí vai dá porém uma ideia do sentimento geral.

O filme "Alice no País das Maravilhas" dispõe-se a estabelecer novos recóres, visto ser um trabalho de quali-dade, baseado num livro infantil universalmente conhecido, e ir ser exibido simultaneamente, pelo Natal, em todo

-Uma noticia de importancia para todos nós, é que de Frederic March teremos mais quatro grandes filmes...

—Ao lerem esta coluna, estaremos em pleno 1934 — ano que ha de marcar novas e grandissimas vitorias para os filmes Paramount. A qualidade do nosso producto não merece duvidas e os nossos desejos de servir são ilimitados.

-As noticias vindas de Hollywood são as melhores possiveis sobre o novo filme de Dorothea Wieck, cujo titulo "Miss Fane's Baby Is Stolen" "Bebê Roubado", o qual enfeixa a triste historia de uma mãe que se vê rivada do seu filho. Alice Brady e Baby LeRoy tomam parte.

-Mr. Cecil B. de Mille acha-se presentemente em Nova York, e déle ouvimos francos elogios ao filme "Four Frightened People", feito em Havai e que tem Claudette Colbert, Herbert Marshall, Mary Boland, William Gargan e Leo Carillo entre os principais interpretes. Mr. De Mille falou-nos tamben de "Cleopatra", a sua nova e suntuosa produção, coisa que ha de deixar longe tudo que ele tem feito.

-Carl Brisson, famoso actor dinamarquês, já seguiu para Holywood afim de se incorporar ao pessoal artistico da Paramount. A sua primeira pelicula entrará breve em execução e, considerando-se a importancia do protagonista, não pode deixar de ser coisa muito boa. Lady Kitty Carlisle será a sua secundante.

-Mr. Fred W. Lange, nosso representante na Argentina, deu-nos em dezembro o prazer de sua visita.

—"Sitting Pretty" é um filme musi-

cal de grandes qualidades, e tão popular se fez, ao ser exibido no Cine-Paramount de Nova York, que o gerente daquela casa decidiu conserválo no cartaz por mais uma semana. Gary Cooper esteve em pessoa no palco, o que concorreu também para grande chamariz.

-Pheparamos uma grande campanha de publicidade sobre "Alice no País das Maravilhas", e esperamos que do filme nos remetam todos os recortes de propaganda que obtenham. Pretendemos reunir tudo num album especial para ser oferecido a um museu nacional, onde o livro original se acha em exibição.

-Como escrevemos nas vesperas do Natal e, por conseguinte, ás portas do Ano Novo, queremos a todos, fazer sentir o grande optimismo que nos domina, neste instante, por que á nossa frente está um mundo de possibilidades, pronto para aqueles que sabem "querer" e "realizar". Por outro lado, sentimos tambem que grande parte do optimismo que nos retempera o espirito vem daqueles que, por todos os remotos logares do mundo, estão neste momento evidando todos os esforços pela vitoria mere-cida do nome da Paramount e dos seus esplendidos filmes.

CHIEF CENSOR OF JAPAN VISITS OUR STUDIO



As his final action in the United States, climaxing a trip around the world, Mr. Kosuge, chief censor of Japan, visited the Paramount Studio in Hollywood. In this scene he is shown at the left with Marlene Dietrich and John Hammell, the latter being Paramount's chief censorship authority. In the scene below he is with Dorothea Wieck (left) and Sylvia Sidney. To Miss Sidney he ex-



pressed the admiration of the Japanese people for the very human interpretation she gave to the screen role of "Madame Butterfly."

NOTES MEXICO'S LEAD



Sylvia Sidney is caught by the studio photographer with one of her favorite publications. How intensely fortunate for Mexico that it happened to be their triumph on the cover at the time. Who will be on the cover when Miss Sidney and all of the other Paramount stars see the February issue with the final results of the Con-

IF IT'S A **PARAMOUNT** PICTURE IT'S THE BEST SHOW IN TOWN

PARAMOUNT NIEUWS VAN DE MAAND

Uit de stapels necrologieen en loftuigngen over hetgeen wijlen de Heer E. E. Shauer gedurende zijn werkzaam leven heeft tot stand gebracht, hebben wij eenige gekozen en in dit nummer overgenomen. U begrijpt wel, dat wij door gebrek aan plaatsruimte daarmee moeten volstaan.

'Alice in Wonderland' beoogt vele wereld records te behalen. In deze editie verstrekken wij U vele interessante bijzonderheden over deze film, welke wij opzettelijk achtergehouden hebben, teneinde tevens in deze editie de telegrafische verslagen te kunnen opnemen uit landen, die zoo gelukkig waren de film tegelijk met de Ver. Staten in distributie te mogen bren-

Ondanks alle tegenstrijdige berichten, die U eventueel bereiken of bereikt hebben, komen er nog vier Paramount films met Fredric March.

Bij ontvangst van dit nummer heeft het jaar 1934 reeds zijn intrede gedaan en wij maken er geen geheim van, dat het nieuwe jaar veel beter belooft te worden dan eenig ander jaar in de Paramount geschiedenis.

Uit Hollywood komt het bericht, dat de tweede Dorothea Wieck film, getiteld: "Miss Fane's Baby Is Stolen" der meest aangrijpende drama's over moederliefde is. Miss Wieck heeft in deze film veel te danken aan het spel van Alice Brady en Baby Leroy. Cecil B. DeMille, de eminente re-

gisseur, vertoeft bij het ter perse gaan van dit nummer in New York, hetgeen ons aanleiding gaf hem te feliciteeren met zijn jongste film "Four Frightened People". Deze film, in Hawaii opgenomen, heeft in de hoofdrollen Claudette Colbert, Marshall, Mary Boland, Colbert, Herbert Boland, William Gargan en Leo Carillo. Gedurende dit intervieuw was het ons voorrecht de Heer DeMille te hooren praten over zijn plannen met de nieuwe film 'Cleopatra' en het werd ons aanstonds duidelijk, dat dit werk zelfs 'De Tien Geboden' in de schaduw zal stellen.

Carl Brisson, de beroemde Deensche acteur is op weg naar Hollywood, alwaar hij dadelijk aan zijn eerste Paramount film zalbeginnen te werken. Het spreekt vanzelf, dat zijn eerste film van muzikalen aard zal zijn waarin Carl Brisson veel zal moeten zingen. Hij heeft het getroffen met de vrouwelijke hoofdrol, vertolkt door niemand anders dan Kitty Carlisle, wier stem als de schoonste en helderste wordt beschouwd van alle diva's die men tot nu toe in Paramount films heeft gehoord.

Gedurende December Hoofdkantoor wederom tot gast den Heer Fred. W. Lange, Algemeen Directeur van het Paramount kantoor in

Argentinie.

Sitting Pretty" een Paramount operette, vond zulk een goed onthaal in het Paramount theater, dat de film voor een week geprolongeerd moest worden. Op het tooneel zag men gedurende die twee weken Gary Cooper in een één-acter. Zoodra 'Alice in Wonderland' door

U gedistribueerd wordt, verzoeken wij U zooveel mogelijk exemplaren van Uw exploitatie en publiciteits ma-teriaal naar het Hoofdkantoor te zenden. Wij zijn voornemens deze in één groot reclameboek te plakken, hetwelk een compleet overzicht geeft van de geschiedenis dezer film. Dit boek

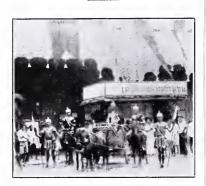
zal waarschijnlijk een permanente plaats krijgen in ons archief. (continued on Page 8)

STIRRING EVIDENCE OF INTERNATIONAL EXPLOITATION

THIS TIE-UP STIRRED LONDON

Our pages have several times carried details of the Cow and Gate Milk Company's tie-up with Chevalier's "A Bedtime Story," a stunt which contributed materially to the success of the picture throughout Great Britain. John Armstrong, director of advertising for Paramount's Theatres in Great Britain and Ireland was the one who started the business, which included a striking testimonial from Baby LeRoy.

Now he writes us that credit for the national success of the stunt was due to Mr. Holderness, Supervisor of the Paramount Theatres, who passed along the generated enthusiasm for the tie-up to the individual theatre managers. Fine work, Mr. Holderness, and we are very happy to be able to salute you through the columns of this publication.



SIAM. It seems a far ery from "The Sign of the Cross" to the exploitation of the picture in this fashion in Bangkok, Siam. Yet here is one of the actual chariots used in the Cecil B. De Mille epic taking part in an exploitation stunt engineered by Paramount Manager Paul Verdayne, of the Singapore office.



Frente de la ageneia en Mendoza, Argentina, dirigida por el señor Eugenio P. Cetrán, anuneiando a Carlos Gardel, en "Melodia de Arrabal", exhibida en el Cine Avenida eon motivo de las fiestas patrias.

FINE ROUMANIAN PUBLICATION

We have received a copy of the November issue of "Allo? Aci Paramount!" the very splendid publication issued each month by our Bucarest Legionnaires. Its eight pages are highlighted by real Paramount news, and the scheme of layout and type selection is most commendable. We offer sincere congratuations to those responsible for its production.



JAPAN KNOWS ITS TRADE MARK

Not that the other Paramount parts of the world don't. But when we pick up a Japanese motion picture magazine it's just a Paramount trade markstudded jewel of literature. We've illustrated a page from The Movie Times of Japan, and we selected this page from a half score of others that were dominated by Paramount trade marks. Of course Tom Cochrane is more than fond of the Paramount emblem, and of course he has passed this preference along to all of the Paramounteers of Japan.

What are we hearing from other points on this particular subject?

WHEN ARGENTINA SALUTED MR. HICKS

In a recent issue of "Los Gauchos," the trumpet publication of the Paramounteers of the Argentine, there appeared under the heading of "Two Words, Mr. Hicks," the following stirring editorial:

We have a promise to fulfill, a promise to our home office. And, precisely, therefore, we believe it opportune to address a few words, signed by all the Gauchos, to Mr. John W. Hicks. And we say to him:

You will recall, Mr. Hicks, that

You will recall, Mr. Hicks, that when you directed the destiny of the Australian division, you received notices which spoke clearly of our efforts and of our triumphs in the International Quota. "Los Gauchos" always came out with honors. Today, now that you are Vice-President of Paramount International and have command of Latin America, you will have a new opportunity of hearing, directly, of the efforts of Los Gauchos tending to insure their honorable position in the vast Paramount ramification. We make this promise to you and we shall not economize on energy or enthusiasm in making the Gauchos deserving of your applause.

We want our division to be the first among the foreign divisions. You know that we are fighting this year under great difficulties, but this, precisely, gives greater value to our promise, because it involves an irrevocable faith in our destinies, a faith backed by antecedents already traditional in the Gaucho division.

And now, Mr. Hicks, let the facts speak for us...

EVEN PRINCES HEEDED MAE'S INVITATION

There's a lot of information in this issue about the continued smashing success of Mae West's "I'm No Angel" in England. We now learn from a more or less public source that both the Prince of Wales and Prince George, hearing of Mae's invitation from the Carlton Theatre to "come up and see me sometime," lost no time indeed in toddlin' along to the Haymarket theatre.

MAE WEST HAS GONE SOUTH

Bound for the Antaretic aboard the S. S. Jacob Ruppert, eighty members of Admiral Richard Byrd's expedition attended the strangest "opening night" in the history of motion pictures.

Members of the adventuring troupe who hope to wrest more seerets from the South Polar regions, attended their Antaretic "premier" with a showing of Mae West in "I'm No Angel."

Reports of the "down under" movie season opening were radioed back to Paramount's Hollywood studios by John L. Herrmann, one of the two Paramount News cameramen seheduled to bring back a pictorial record of the Byrd adventure.

"We expect this to be the greatest movie season ever held in the Antaretic and the first time that sound movies are run in Little America," Herrman messaged.

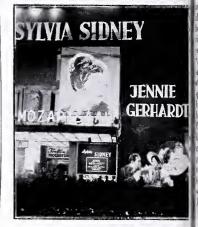
"JERRY" SUSSMAN RETURNING

Jerome P. Sussman, who has been a special representative for Paramount in Mexico for several months, returns to Home Office at the Crossroads of the World on January 6. Prior to his important assignment in Mexico, "Jerry" was stationed in Johannesburg, South Africa.



"SIGN OF THE CROSS" SHINE IN INDIA

General Manager Charles Ballanc writes almost continuously that Cec B. De Mille's "Sign of the Cross" is major success in India. Here is som exploitation evidence that he has t offer. It is the lobby of the Reger Theatre at Nagpur, C.P., of whic Mr. N. J. Nayudu is both proprieto and manager.



This picture shows the blazin front of the Mozartsaal, Berlin, during the premier in Germany of "Jenni Gerhardt." The house played to exceptional business. Crowds can heen milling about in front of th theater, waiting to be admitted.

NO STOPPING THOSE BRAZILIAN EXPLOITEERS



When our Rio de Janeiro Legionnaires got their first look at Mar lene Dietrich's "Song of Songs" they knew that they had one grand filn for their Brazilian film fans. They were hugely cheered when Genera Manager John L. Day decreed that it be given a great national send-off and above we show the effect their enthusiasm had on the managemen of the Odeon Theatre in Rio. We have also seen much additional proof their enthusiasm in the shape of a huge press book of clippings and photos which, after going the rounds of Home Office, was shipped ou to Hollywod where it has since been viewed with intense interest by Miss Dietrich, herself.

THE NEWS REACHES US IN FLASHES

London cables that Mae West in I'm No Angel" is the toast of the ity. Continuous crowds have tormed the theatre for the past hree weeks. Rest of the country vill have to wait for April, for the picture's general release -- unless Mae is more powerful in England han time-honored custom... lack Groves is back in Singapore after a visit to our Calcutta office. Jack's General Managership of Paranount's activities in Java, Straits ettlements and Siam is increasingy responsible for Paramount's sucess in those parts... Welcome to the Victory Drive version of "Paramount Sales News," official organ of the Domestic Sales department. It's in three colors, black, red and green — the surest sign of a return to the good old times ... Europe's General Representative I. Blumenthal reports grand things of Chevalier's "The Way to Love," with big success marks against the names of Sweden and Holland. Carl York of Stockholm and points adjacent calls it the biggest Chevdier to datc... George Raft has been signed to a Paramount starring contract, covering a period of years... We're saying a lot about "Alice In Wonderland" in this issuc; and hope to be reporting a lot of good things about its success spots in next month's... There are four more Paramount pictures at least from Fredric March... The Paramount exploitation lads in London are certainly effecting some grand tie-ups. They have a marked publicity sense, and when we refer to them by name (which of course s the polite way of doing things) we call them R. Gittoes-Davies and John Armstrong.

COO-EE CALLS FROM THE **BLUE RIBBON BUNCH**

Australia's 1934 Product Announcement Book is just off the press and has been mailed to every Exhibitor in Australia and New Zealand. When this six-een-page flashy publication made its appearance it caused great interest in tradecricles. The book has been acclaimed on all sides as being one of the hest efforts ever produced in Australia to announce a company's product.

John E. Kennebeck, Hermann E. Flynn, and staff artist George Lawrence, are to

John E. Kennebeck, Hermann E. Flynn, and staff artist George Lawrence, are to be congratulated on the splendid work hey have put over in producing this Anouncement.

Compiled in real showmanship style, with full advantage heing taken of the new color tones, type faces, and set-up, he Announcement Book will unquestionably serve its purpose in making every Exhibitor Paramount-convectors for 1924. ibly serve its purpose in making every Exhibitor Paramount-conscious for 1934.

William Hurworth, Jr. eldest son of General Sales Manager Hurworth, has oined the organization as an assistant to Charles Hale, New South Wales Booker.

Bob White, Exploitation Manager, ar-ranged an excellent tie-up on Paramount ashions with leading department stores n every State. The tie-up is also effec-tive in New Zealand where Otto Doepel sold the idea.

The arrival in Hollywood of Brian Norman and Gwen Munro, Australian winners of "The Search for Beauty" Contest, gained great publicity here in all newspapers. Apart from the columns of newstories from the Head Office Publicity Department International news syndicates and several Australian journalists in Hollywood. The two contest winners are inder contract to several big city dailies for regular signed articles.

Bookers of the Blue Ribbon Bunch are n action for the final cleanup of the year n the drive for extra dates. General sales Manager William Hurworth called cr immediate action on the announcement of the Drive in October, and already

J. C. G. WIELDS A WICKED MASHIE

Modesty having precluded his making any mention of the fact to us, we have had to go to the editorial columns of the British film dailies in order to learn that Managing Director J. C. Graham of Loudon was the winner recently of the Simon Rowson Cup for a golf score of 69 net. We are not, however, divulging his handicap: this is being held over his head like the sword) or mashie (of Damocles, for use one of these days when his division does not come through with any news for these



FOUR FRIGHTENED PEOPLE' REALLY MADE ON LOCATION

The big thunderbolt of the January (American) release schedule in Cecil B. De Mille's "Four Frightened Peowhich we happen to have seen, and which we happen to think needs something stronger than the word 'thunderbolt' to describe it.

However, the super-success of the picture (a fact of which we have not the slightest doubt in the world), does not happen to be the reason for this particular story. What we are here in this column to tell you is that the above scene, photographed in Hawaii, is our proof positive that the picture was actually filmed on location. You see, it is a truthful legend that Cecil B. De Mille makes a point of completely changing his clothing several times a day, and so if he were in Hollywood he would have clothes to change. That's why we know he was in Hawaii.

With him are Claudette Colbert and Herbert Marshall.

definite proof that his orders are being carried out to the letter is arriving at Head Office in the form of bundles of contracts. Already the success of this Bookers' Drive is assured and Head Office executives are confident that the Paramount Week and Month of September husiness will be eclipsed. That is the goal ahead and the hoys are apparently leaving no stone unturned in order to accomplish their objective. complish their objective

The special campaign for 100 percent distribution of "The Sign of the Cross" is meeting with great success. Very few towns remain that have not been contracted for the picture, and it is hoped to the picture. is meeting with great success. Very few towns remain that have not been contracted for the picture, and it is hoped that those unsold will be cleaned-up hefore the end of the year. An instance of the high-pressure booking on this picture is demonstrated by Gordon Brookes, Brisbane Branch Manager, who writes that he has not one Saturday night on his booking sheet vacant until April 1934 for any of the three prints that he is working.

Advertising Manager Hermann E. Flynn recovering from an appendicitis opera-

ENGLAND SAID TO MAE: "YOU FASCINATE US!"

(Reprinted from "The Daily Film Renter," London, issue of December 6, 1933)

Following the lead of the "Daily," which described "I'm No Angel" as "that 'different' kind of proposition that should go over in a real big way among thoroughly sophisticated patrons," the national dailies and Sunday papers have similarly emphasized its definite box-office features.

THE "Daily Herald" described "I'm No Angel" as the "supreme exploitation of her striking, not to say overwhelming, personality." The "Daily Mirror" said: "Mae ('come up and see me sometime') West achieves a great success in 'I'm No Angel.' The film promises to be one of the most discussed pictures of the year.'

"It is a feminine sensation," said the "heaving its "Evening Standard," emotions at the screen like bricks, and as a personality display is certainly a terrific success." The "Daily Sketch" critic said: "Miss West is a screen personality everyone should see"; "Mr. Gossip," of the same paper, expressing the opinion that "there was no doubt about the merit of the film and the acting.

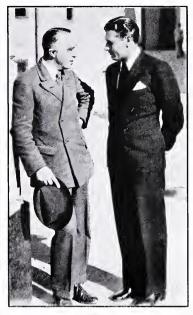
The week-end Press was similarly vigorous in its descriptions, the "Sun-day Pictorial" observing that "it is undeniably well made, and it should be made quite clear that there is tremendous gusto in its ribald dialogue and action.

The "News of the World" said: "Mae is not slim, or flapperish, or romantic, but she certainly has got that "little something the others haven't got." The "Observer": "As slick a bit of workmanship as we have had from the American screen." "Sunday Times": "Mae West I believe to be the greatest and most successful novelty in the form of a woman star Hollywood has ever sent us. She is universal in her appeal."

"Daily Telegraph": "A smiling wise-cracking performance that has to be seen to be believed." "Sunday Referee": "I recommend everyone to see Mae West in 'I'm No Angel.'"
"The People": "We never had a Mae West before. London's stage personalities are all mere shadows beside her." "Sunday Graphic": "She holds you, holds you, and holds you.'

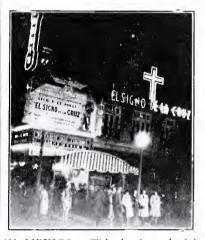
IN INDIA. General Manager Charles Ballance steadily does a grand job of selling the line "A Paramount Picture" and the Paramount Trade Mark in his territory. We have just encountered an amusement page from "Advance" of Calcutta, and it is our great joy to find a Paramount picture playing in practically every picture theatre in the city — and the fact of each one's being a Paramount picture prominently

AT THE RIGHT is the highly amusing cover of "Paramount Service." that splendid publication issued each week by the Paramount organization of Great Britain and Ireland. Recent facts have more than borne out the humorously pictured statement of "All London falling for Mae West." The blonde Paramount star in a shimmering (and shimmying) sensation in "I'm No Angel", which is current at the Carlton.



OLD CUSTOM REVERSED

When a studio visitor asks a star for an autographed photo, that's not news: but when a star asks a visitor for such a photo, it is. Richard Arlen was so interested in the career of Brigadier-General H. S. Haswell, of Majesty's Indian Army, when that soldier visited the Paramount Studio, that he asked the general for an autographed photo - and got it. Here are the two of them chatting in the studio.



IN MEXICO: This is the colorful exterior of the Regis Theatre in Mexico City on the occasion of the highly successful presentation there of "The Sign of the Cross." This event took place recently and grand business



NOTICIAS PARAMOUNT PARA EL MES

(continued from Page 4)

maternal más conmovedores de cuantos se han visto en la pantalla. La señorita Wieck cuenta en esta producción con dos espléndidos colaboradores: Alice Brady y Baby Leroy.

Cecil B. de Mille se halla en Nueva York a tiempo que escribimos estas lineas. Hemos tenido el placer de felicitarlo por el magnífico melodrama "Cuatro Asustados" ("Four Frightened People") que fué a filmar a Hawaí con Claudette Colbert, Herbert Marshall, Mary Boland, William Gargan y Leo Carillo. A nuestra vez, tuvimos que felicitarnos al oír de boca del señor de Mille algo de lo que provecta para "Cleopatra", que promete ser la mayor de sus producciones desde "Los Diez Mandamientos".

Carl Brisson, famoso cantante y actor dinamarqués, seguirá este mes a Hollywood donde filmará su primera película para la Paramount. No hay que decir que es ésta una producción musical y que en ella luce Carl su voz con frecuencia. La primera actriz serà Kitty Carlisle, cuya voz es superior a cuantas voces femeninas se han oido hasta ahora en un film Para-

Durante el mes de diciembre tuvimos el gran placer de recibir la visita del señor Fred W. Lange, Gerente General de la Paramount en la Argentina.

"Sueños de Gloria" ("Sitting Pretty"), film musical Paramount, resultó tan bueno que, después de la primera semana, hubo que dejarlo otra más en el Teatro Paramount de Nueva York. Conjuntamente con la exhibición de la película, se presentaba un número en que aparecía Gary Cooper en persona.

Cuando se exhiba "Alicia en el País de las Hadas" ("Alice in Wonderland") en su territorio, no olvide enviar a Nueva York todo el material demostrativo de la forma en que se hava adelantado la explotación y publicidad de esta película. Nos proponemos preparar con la historia de ella el álbum de recortes más importante de los hechos hasta ahora; y hay posibilidad de que, una vez listo, halle cabida en la colección de algún museo.

Escribimos estas líneas cuando el año de 1933 toca a su término, y queremos decir algo acerca del espíritu de optimismo que reina en el Edificio Paramount, situado en Nueva York en el Cruce de los Caminos del Mun-Tal espíritu nos hace sentir que nuestras dificultades y desasosiegos empiezan a esfumarse. No podemos, por otra parte, excusarnos de mani-festar que este buen ánimo reinante se debe sin duda alguna al empeño con que todos los paramountistas de todos los países se han aplicado a la tarea y contribuído así a impulsar nuestra gran organización. Es, pues, la cooperación general lo que da este fruto; la invencible cooperación de la Legión Internacional de la Paramount.



George Raft, left, Paramount star of "The Trumpet Blows," learns from Pepe Artiz, Mexico's champion matador, the start of the final sword-thrust which usually ends a battle of man and beast in the bull ring. Ortiz, young veteran of 450 bullring battles. is in Hollywood showing Raft the finer points of the dangerous game.

PARAMOUNTS MANADSNY. PARAMOUNT NIEUWS VAN HETER

(continued from Page 4)

och försvunnit. När vi se allt detta goda humör runt omkring oss, kunna vi inte motstå känslan av att denna anda beror på det underbara sätt på vilket Paramounts alla medlemmar över hela världen ha gjort sitt allra bästa och därmed hjälpt vår utbredda organisation. Sammarbetet har segrat det oemotståndliga samarbetet av Paramounts internationella avdelnin-

PARAMOUNT NACHRICH-TEN VON BEDEUTUNG

(continued from Page 4)

ersehnt haben. Es ist ein Beweis dafür, dass wir den Tiefstand endgültig überstanden haben. Es geht wieder bergan! Ohne die intensive Mitarbeit einen jeden einzelnen Paramountlers wäre es unmöglich gewesen Paramount über die schwere Zeit hinwegzuhelfen. Aus den Trümmern und Wirren der letzten Jahre ist durch eisernen Willen und unermüdliche Tatkraft eine neue Organisation er-standen, um deren Zukunft wir uns nicht sorgen brauchen. Die Auslandsorganisation wird intensiv weiterarbeiten - neuen Lorbeeren entgegen. Mit Volldampf voraus!

GRAND PERSONAL MESSAGE IDEA FROM ENGLAND FOR MAE WEST

London Publicity Director Gittoes-Davies had a grand stunt for Mae West in "Fin No Angel," He prepared an envelope marked "Have You Heard This One?" and into it placed a folder containing the printed message "She was only an exhibitor's daughter — but she knew why her Dad went West." Then some copy about the picture, topped off with the inevitable line about "coming up some time." Copies of this intriguing announcement were included in every copy of "Paramount Service," the British organization's weekly publication.

LE NOTIZIE DEL MESE DELLA PARAMOUNT

(continued from Page 5)

ritagli sara' compiuto certo gli troveremo posto in un Museo Nazionale.

Queste linee sono scritte mentre il 1933 e' prossimo alla fine e noi vogliamo che voi sappiate che vi e' un diffuso e crescente spirito di ottimismo che pervade l'edifizio Paramount che all 'incrocio delle vie mondiali di New York, ottimismo che ci avverte come tutte le nostre preoccupazioni stiano per scomparire. In piu⁷, come vediamo questi segni, noi non possiamo non riconoscere che questo felice spirito e' assolutamente dovuto al fatto che i promotori della Paramount in tutto il mondo hanno spinto la ruota con tutta l'energia delle loro spalle possenti e mandata la grande macchina avanti.

Il lavoro unito, il "team" ideale della Paramount ha fatto questo; ha fatto questo la invincibile legione Internazionale della Paramount.

DE MAAND

(continued from Page 5)

Bij het schrijven dezer regelen, vlak voor het einde van 1933 heerscht op het Hoofdkantoor een optimistische geest, die ons zegt, dat onze zorgen langzamerhand verdwijnen. geest vindt zeer zeker zijn oorsprong in den geweldigen steun en samenwerking, die alle Paramounters ons hebben verleend. Teamwork—samenwerking - heeft dit tot stand gebracht het gevoel van samenhoorigheid onder onze medewerkers van het Internationale Paramount Legioen.

THE FACTS IN THE CASES OF FREDRIC MARCH AND CLAUD-ETTE COLBERT

First of all, Claudette Colbert is staying with Paramount for a very long while to come. She has just signed a new contract, hut before commencing it she is permitted to make one-just one — picture for another company.

Regarding Fredric March, there will be at least four more Paramount pic-tures from this star. His first, "De-sign For Living" has had its preview in New York and will not go into general release until January. He has completed "All of Me," with Miriam Hopkins and George Raft. He is completing now "Death Takes A Holi-day", and will then make "Good Dame," in which he will appear oppo-site Sylvia Sidney. This will give you Fredric March pictures right throughout 1934.



IN POLAND. This illustration show: but one of the scores of exploitation stunts used to urge the residents o Lodz, Poland, to see Marlene Dietricl in "The Song of Songs." We have received from Lodz, through Berlin a campaign book, from which we have taken the above illustration, and you can take it from us that the Para mounteers of Lodz certainly did swell piece of work in selling thi picture to the public.

LES NOUVELLES DU MOIS CHEZ PARAMOUNT

(continued from Page 4)

collection de coupures dans l'histoire sur ce film, et il est fort possibl qu'elle soit gardée dans quelque musé national quand elle sera complète.

Ces lignes sont écrites au momer où l'année 1933 s'achève, et nous dé sirons que vous sachiez qu'un gran esprit d'optimisme règne dans le Pai amount Building au Croisement de Routes du Monde qu'est le Time Square à New-York, un optimisme ir stinctif qui nous dit que nos misère et nos difficultés s'évanouissent et dis paraissent. De plus comme nous per cevons ces signes précurseurs, nous i pouvons nous empêcher de sentir qu cet excellent état d'esprit est sans cor teste duála magnifique unanimité ave laquelle les Paramountais dans le mone entier ont poussé à la roue et ont aic au progrès de notre grande organis tion. C'est la coopération qui a fa cela — la coopération indéfectible la légion Internationale Paramount.

NEXT MONTH

we will tell

you the

"inside story"

of

"CLEOPATRA"

(Paramount International PIITS

Vol. I, No. 8

FEBRUARY 1. 1934

PRICE: Your Conception of Paramount's Good Will

1933 CROWN IS ITALY'S

WE CAN'T HAVE CALMNESS **EVERYWHERE**

If you get past that placid heading ou'll learn that this story is in effect sincere tribute to the urbanity of he Spanish organization, where Messeri's Merry Matadors continue o serve valiantly and unflinchingly inder that Managing Director's fine eadership. Storm nor strife, revoluion or counter-revolution, none of hese can stop the progress of the latadors. And what is still more ommendable, they don't raise a hullaaloo about the upsets, merely contentng themselves with placidly inserting n the regular weekly report such a omment as the following:

"Week of December 3rd. Bombs, explosions, general riots and shootng in connection with the Commuist upheaval all over the country, prevented the public from attendng entertainments."

Just that! A neat little comment ucked away in a report, yet saying o much.



RE-LIVING "CRADLE SONG"

Through the pages of Mensajero aramount, our brilliant star Doro-nea Wieck re-lives the glamorous wills she experiences when making er first Paramount picture in Amer-a, "Cradle Song." Since then she Since then she as scored magnificently in ane's Baby Is Stolen."

ENGLAND IS FULL OF MAE WEST QUIPS

The grand success of "I'm No in Great Britain and Ireland, coupled with the inclusion of a Mae West wax figure in Madame Tussaud's famous establishment, is responsible for the creation of a number of amusing quips about La Belle Mae which can be added to the raft which America has produced. We like very much the following one from "The Era," of London:

"Mae West is plump, even fat," says one critic. Maybe, but she can make her

presence swelte.

PARAMOUNT'S 1933 FILMS WINNING OFFICIAL PALMS

When the Twelfth Annual Poll of the "Film Daily" of New York to decide the Ten Best Films of 1933 was counted recently, it was found that Paramount had scored 2 out of the ten. Two other companies, Fox and Warners also scored two apiece, and four other companies got one film

Paramount's two films were "She Done Him Wrong" and "A Farewell To Arms.

The first of the Mae West operettas also figured in the annual list of the Ten Best Films of the Year selected annually by the National Board of Review. This year the list included nine features and one short feature, and of the nine Paramount had three: "She Done Him Wrong," "Mama Loves Papa" and "Three Cornered Moon."

Placements List First 10 Divisions Finishing in That Order. Also Those Over Quota.

FINE PERFORMANCES GIVEN BY ALL

We're a month already into the new and flashing year of 1934. But even as we look ahead to the new glories of achievement, and the new fields to conquer, we must of needs turn back to the grandness of 1933 which has made these new conquests possible. For the truth is that we only go forward with the backing of that which is beyond us in the shape of accomplishments. And back there we find a marvelous record in the shape of a contest which covered the final six months of the year of 1933, which whirlwinded to such a climax in the month of December as to leave the Company's executives virtually breathless with admiration, and which at the same time stamped out for us in indelible ink the standard of pace for 1934 which we must of needs follow.

The telling of the story of this contest is something which we can never hope to bind within the often ineffective confines of mere words. Certainly words can be used to express terrific admiration for the Italian Division which romped in with the leader's honors, for that division whose courage comes from loyalty and affection for Paramount, as well as admiration for Premier Mussolini did a magnificent piece of work. Even if we carry that admiration right down the line, however, even unto the division which finished 31st on the list, we still find that we have been unable to tell the true story of this contest.

The fact of the matter is that the

true story of the contest is as manysided as the wind. Every division in the contest faced hardships and unexpected set-backs which were matters over which no Paramount man or branch of our organization could have any control. Floods, revolutions and other matters of a political nature happened, as they always have and probably always will. These things retarded certain of the divisions, and were factors which of course had to influence standings. This could not be avoided, but the facts connected with the set-backs are known where such knowledge counts most, and this fact should be a comfort to those divisions experiencing the delays and disasters, while at the same time they should inspire the affected divisions to make up for them during 1934.

It has been our knowledge of such uncontrollable circumstances which has been responsible for the above unusual arrangement of the 1933 Contest Results. We are positive that you appreciate the situation, and that you are at the same time anticipating a truly lively exposition of the 1934 progress figures. About which — see next month's issue!

NEXT MONTH'S SENSATIONAL ANNOUNCEMENT

On Page Seven of this issue we give you four mighty reasons for the greatness of 1934. In next month's issue we will give you the formula for translating Nineteen Thirty-four into an epic of achievement second to none in the entire history of Paramount's International Legion. In other words, we will give to you the details of a contest in the participation of which you will experience such joy of accomplishment as is beyond our words of description here. In other words - we're going to have a grand message for you!



Published on the first of every month preceding issue date from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry.

February, 1934

PERTINENT NEWS FROM THE BLUE RIBBON BUNCH

The December Bookers' Drive in Australia and New Zealand, conducted by General Sales Manager Hurworth, was an outstanding success. Every member of the Sales Force got behind the campaign with enthusiasm. Contracts arrived in Head Office in large parcels. Every Booker carried out his pledge to record a greater number of bookings for December than the figure contracted for during September, onc of the peak months of the year.

The Drive served a double purpose. Besides attracting new revenue, it aided as a general clean-up of 1933 business, giving a clean sheet for sales operations in 1934.

Hermann E. Flynn, Advertising Manager, is back at his desk following an absence of three weeks during which time he parted with his appen-

John E. Kennebeck is acting as host to Mr. and Mrs. A. F. Durkee of Omaha, U. S. A., the parents of Mrs. Kennebeck, who are holidaying in Australia.

John A. Groves, General Manager of the Far Eastern territory, has returned to Singapore, following a Paramount business trip to Calcutta,

The Prince Edward Theatre, Sydnev's ace extended season house, selected a Paramount programme to attract the "hard-to-get" pre-Xmas business. "Midnight Club" with "Torch Singer", opened on Saturday, December 10, to excellent business.

The special studio electrical recordings on "Torch Singer", "Too Much Harmony" and "The Way to Love" were all quickly snapped up by Australian radio stations, and all received a steady plug. Nearly twenty "B" Class radio stations in Australia are using all Paramount special transcriptions free of charge.

Paramount scooped the pool with first-class bookings in Australia's capital cities for the month of December, In Perth, eight Paramount pictures graced the screen of the city's first release theatres during December. Adelaide set seven pictures for release during that month, whilst Melbourne released a like number. Brisbane released four Paramount Pictures, whilst Sydney has the Paramount trade-mark on the screens of six de luxe houses.

Thirty-two Paramount Pictures in five cities during December is certainly a booking achievement.

NOTIZIE PARAMOUNT DELLO SCORSO MESE

John W. Hicks Jr., Vice Presidente della Paramount International Corporation, e' partito per Parigi con la mo-tonave "Manhattan" il 31 Gennaio. La sua assenza da New York, per compiere la regolare semestrale verifica degli affari, durera' circa cinque settimane.

Due nuovi grandi artisti, nei quali la Paramount ripone grandi speranze per il loro futuro di astri del cinematografo, sono giunti da lontane sponde ad Hollywood. Essi sono Carl Brisson, favorito di prima linea di tutté le quattro Nazioni scandinave, ed Harry Wilcoxon, il cui primo incarico sara' quello di essere "Marco Antonio" con Claudette Colbert quale "Cleopatra" nel nuovo film di Cecil B. De Mille.

Anzi, a proposito di "Cleopatra", questo lavoro sara' pronto al momen-to in cui leggerete il presente bollettino, ed il modo in cui Mr. De Mille ce lo ha descritto, quando fu di recente a New York, ci convince che sara' senza alcun dubbio il maggior lavoro che, tanto per emozionalita' e' drammaticita' quanto per effetto spettacoloso, la Paramount abbia mai compiuto in parecchi anni. E noi crediamo che voi dobbiate cominciare subito a parlare in tal senso ed a far conoscere tale avvenimento non appena possiate.

E potete anche dare tutto il vostro entusiasmo al nuovo film di Marlene Dietrich "Scarlet Empress", che secondo le prime notizie giunteci e' il vero capolavoro fra tutti quelli prodotti da Marlene Dietrich.

Qui, anche, la dramaticità' del soggetto ha la stessa imponenza del completo apparato spettacoloso.

Due gare americane per decidere quale sia stato il miglior film degli ultimi anni, sono state particolarmente favorevoli alla Paramount. Il Comitato Nazionale delle Riviste (National Board of Review) scelse nove produzioni di prima linea e fra esse ve ne sono tre della Paramount, e cioe' done him wrong", "Mama loves Papa" 'Three Cornered Moon'. Il "Film Daily" enumero' dieci films e di essi due Paramount, e che rappresento' il numero piu' alto raggiunto da qualsiasi compagnia, e ci coe' "She Done Him Wrong" e "Farewell to Arms".

Voi avrete notato da un grande annuncio in questa pubblicazione nome del territorio vincitore della Gara Internazionale Paramount, indetta durante la seconda meta' del 1933. Ora abbiamo dei grandi progetti pel 1934 e siamo lieti ed orgogliosi di aver così fatto qualche cosa che non venne mai effettuata nel pas-

Prendete a suo tempo nota dei dettagli e delle norme relative, che ver-ranno pubblicate nel prossimo numero di questo bollettino.

Voi troverete anche, in altra parte della presente pubblicazione, la lista della nuove personalita' artistiche che saranno viste nelle produzioni Paramount durante quest'anno. Fra esse ve ne sono parecchie destinate a divenire veri astri di prima grandezza ed il loro destino e' in parte nelle vostre mani. Noi abbiamo assolto il nostro compito di creare nel passato degli astri: si faccia ora il possibile per dare a questi artisti tutte le facilitazioni e tutte le possibilita' per potere assurgere, date anche le presenti condizioni.

E questo particolare ci fa richiamare alla questione della sempre mag- fare a saperlo?

MAE WEST HAS JOINED THE WAX IMMORTALS

One of the smartest exploitation stunts in years originated at the crack of the New Year in the fertile mind of John Armstrong, in charge of advertising and publicity for Paramount's theatres throughout Great Britain. The stunt received the unqualified approval of Earl St. John, general manager of the theatres.

And so it came to pass that Madame Tussaud's Wax-works, the most famous establishment of its kind in the whole world, set up a wax figure of Mae West, the "Come up and see me some time" lady of the films. The likeness to the glamorous Mae was devastating, but of course it needed clothes before it could go before the public's gaze, so a cable was whizzed across to New York, relayed with scorching speed to Hollywood-and within eight days of that message's despatch from Paramount House, London, there was delivered the identical, low-cut black gown that Mae carried so magnifi-cently through much of "I'm No Angel." With it were affidavits signed by Miss West, Paramount officials, directors and others, guaranteeing the authenticity of the gown.

Then, to round out the stunt in all of its publicity phases, two cables were fired at London from Hollywood, both bearing Mae West's sevenlettered signature. Read now what they said:

NLT JOHN ARMSTRONG

THEAPARA

LONDON (ENGLAND)
HOPE YOU LIKE THE DRESS 1 SENT FOR THE WAX FIGURE IT IS ONE OF MY FAVORITE ONES I WORE IN I'M NO ANGEL STOP I THOUGHT I HAD BEEN EVERY PLACE BUT I ADMIT THIS IS MY FIRST TRIP TO A MUSEUM STOP IF YOU HAVE MANY DARK AND HANDSOME ENGLISHMEN LIKE CARY GRANT DON'T LET THEM COME TOO CLOSE TO ME OR I MIGHT MELT CHEERIO

MAE WEST

NLT MADAME TUSSAUD'S WAXWORKS LONDON (ENGLAND)

UNDERSTAND WAX FIGURE LOOKS MORE LIKE ME THAN 1 DO MYSELF STOP IF THE ARMS GET BROKEN MAYBE IT WOULD BECOME AS FAMOUS AS VENUS DE MILO STOP HOWEVER VENUS DIDN'T WEAR ANY CLOTHES AND I SENT OVER ONE OF MY FAVORITE GOWNS THAT I WORE IN I'M NO ANGEL FOR THE WAX WEST STOP TELL EVERYBODY TO COME UP AND SEE ME SOMETIME IN THE MUSEUM UNTIL I CAN COME OVER AND SEE THEM IN PERSON CORDIALLY

MAE WEST

Our record of this memorable stunt is not complete yet. We record here our congratulations to Messrs. St. John and Armstrong, even while we voice our regret that because of circumstances over which we have no control thi stunt cannot be duplicated elsewhere. Naturally, because there is only on-

The record will also near completion with the ultimate receipt of photo graphs showing Miss West's wax replica reposing curvaciously amidst kings queens, murderers, aviators, gangsters, benefactors of humanity - and al of the warp and woof of humankind so necessary to make up a waxworks.

Don't let us down on those photos, John Armstrong!

LATER NEWS

The 'unveiling' of the statue took place on the evening of Friday, Januar 26th, as scheduled, and not only was the event broadcast throughout Grea Britain and Ireland by the British Broadcasting Company, but was short waved to the United States and sent out over that country and Canada by th complete national network of the National Broadcasting Company. Th meant, since the BBC message was heard throughout Continental Europe, that practically all of the world heard Mae West take her place with the wa immortals of Madame Tussaud's famous exhibition.

DE MILLE SAYS THERE'S | B. DeMille sees the future of the it ALWAYS PATRONAGE FOR dustry in continuation of its tr GOOD PICTURES

Looking back over twenty years of motion picture achievement, which he has just celebrated, Cecil

giore nostra diffusione. Siamo felici di constatare che essa e' ogni giorno in aumento e questa pubblicazione lo prova. Delle Nazioni, come appare dalle pagine che vi sono innanzi, sono andate piu' oltre di altre, od almeno ci han dato l'evidenza che questo sia avvenuto, e la speranza della Paramount e' adesso quella che la diffusione acquisti ogni giorno maggiore importanza, mentre i dirigenti della Paramount sono certi di vederla diffondersi in tutto il mondo.

Voi puo' darsi che abbiate gia' fatto assai in questo senso, ma se non ci date la prova di cio', come possiamo

mendous strides in progress.

Voicing his views and faith i the future, the noted Paramount d rector said:

"The end of the carelessly made picture is in sight. The comir year will undoubtedly see a great decline in the "program" pictu in favor of films carefully design along every line of good taste.

"Every year a new lesson learned, but the one precept th never fails to be true is that a god picture will always be well receive by the public.

"During the past year particula ly, the public has shown shrew taste in supporting pictures while have been produced with great ca and the finest of production m terials.

ITALY GETS THE 1933 CROWN

BARCELONA THRILLED TO "THE SIGN OF THE CROSS"

Because it is to our minds one of he outstanding exploitation and publicity campaigns of years, we naven't yet eeased telling about what he management staff of the Coliseum Theatre in Barcelona did in connection with "The Sign of the Cross." Here's a seene of the ex-terior of one of Spain's most famous theatres, with the entire front built up to represent Nero's balcony at the Coliseum of ancient Rome. Below the balcony are gi-gantic figures of Roman soldiers, each of them ten feet high. Patrons to the theatre entered through the arches, just as though going into the ancient Roman arena.

This particular photo is from a gigantic exploitation book sent us by Managing Director Messeri. The book had extensive eirculation around Home Office, and has since gone on to the Studio, for the particular attention of Cecil B. De Mille, who directed "The Sign of

the Cross.



Coliseum Theater Front

PARAMOUNT'S NEW FILM FACES FOR 1 9 3 4

Paramount's production plans called for New Film Faces during Nineteen Thirty-four in addition to anything that the world of literature and drama had to offer in the way of new themes. So an intensive search covering practically all of 1933 brought to light many new faces, some of whom belong to personalities destined to achieve great film fame. It is not our province to make predictions, but at least we are entitled to our own special privileges in the matter of grouping these newcomers' names. And here they are:

IDA LUPINO HARRY WILCOXSON BARBARA FRITCHIE CARL BRISSON

FRANCES DRAKE LANNY ROSS

KITTY CARLISLE IACK HALEY OHN LODGE EDDIE CRAVEN

BEN BERNIE EVELYN VENABLE SALLY RAND

ETHEL MERMAN DOROTHY WILSON JOE MORRISON DOROTHY DELL

You're all just as keen as any of us here in Home Office. You all know what it takes to make an enduring name in celluloid. So just keep your eyes peeled and watch these newcomers make their way.

MERITED PROMOTION FOR JEROME SUSSMAN



Mr. Hicks announced, immediately prior to his departure for Europe, the promotion of Jerome P. Sussman to be general manager of the Paramount organization in Central America and the northern republics of South America. Mr. Sussman, who returned recently from an important assignment in Mexico, departs for Cristobal, Canal Zone, where he will make his headquarters on Saturday, February 3rd. He formerly saw Paramount service in this same field of activities several years ago when he was aide to John B. Nathan. Later he went to South Africa for a year, and still later to Mexico.

John B. Nathan, who relinquishes the Central American field for a still more important assignment, will be announced to that assignment within the next few weeks. He is now in New York enjoying a wellearned vacation.

HOW THEY FINISHED FOR 1933

ITALY		First
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ALSO OVER QUOTA

PHILIPPINES, BRAZIL, FINLAND, HUNGARY

THE HONOR ROLL

GREAT BRITAIN, AUSTRALIA, JAPAN, CHINA, NEW ZEA-LAND, FRANCE, SPAIN, JAVA, PORTUGAL, STRAITS SETTLEMENTS, INDIA, GUATEMALA, CUBA, HOLLAND, PORTO RICO, ARGENTINA, URUGUAY, NORWAY, DENMARK, FINLAND, GERMANY, CZECHO-SLOVAKIA, POLAND, JUGO-SLAVIA, ROUMANIA, BULGARIA.

CARL BRISSON REACHES AMERICA

Our camera has caught the romantic European actor, Carl Brisson, soon Brisson supporters is Carl P. York, after he reached the shores of Amer-leader of the Valiant Vikings. Brisson ica. Actor, film star, champion boxer and claimant to many other popular idolized throughout Scandinavia. distinctions, Brisson looms up as a

Perhaps the most jubilant of all is himself a Danish Viking, and is

He was greeted by a large group of



American cinema world. He will go first of all into "Murder At the Vanito press.

very possible contender for the ro- friends and admirers when he arrived mantic leading man crown of the in Hollywood a few days ago. Among those present, left to right, Torben first of all into "Murder At the Vanities," production on which is scheduled to commence as this issue goes Rosing; Ryan A. Grut, Danish consul in Los Angeles; Jean Hersholt, Jr.

PARAMOUNT WON A GRAND PRIZE IN HOLLYWOOD'S TOURNAMENT OF ROSES



Held in Pasadena, California, on New Year's Day, the annual Tournament of Roses brought forth some of the most magnificent floats in the history of the great celebration. Paramount's entry, a float symbolizing "The Search For Beauty," with Larry 'Buster' Crabbe and Baby LeRoy featured in person, won the Grand Prize among all film entries.

DES LETZTEN MONATS

John W. Hicks Jr., der Vizepräsident von Paramount International Corporation, trat seine halbjährliche Europareise am 31. Januar auf der S.S. "Manhattan" an und wird etwa fünf Wochen in Europa verweilen um den europäischen Markt zu studieren.

Zwei neue Filmschauspieler, auf die wir grosse Hoffnungen setzen, sind von der Paramount nach Hollywood importiert worden und zwar handelt es sich um Carl Brisson, den ausgesprochenen Liebling Skandinaviens, und Itarry Wilcoxon, welcher sein Amerikadebut als Marc Anthony in Cecil de Mille's Superfilm für Paramount, "Cleopatra", gegenüber von Claudette Colbert machen wird.

Wenn Sie diese Zeilen lesen, ist die Verfilmung von "Cleopatra" schon in vollem Gange, und nach den Aussagen von Cecil de Mille während seines New Yorker Aufenthaltes zu urteilen, handelt es sich hier tatsächlich um einen der hervorragendsten Paramount Filme ganz grossen Formates der letzten Jahre. Aus diesem Grunde raten wir an, dass Sie, wenn immer sich Gelegenheit bietet, diesen Grossfilm schon jetzt in jeder Weise unterstützen und propagieren.

Auch von dem neuen Marlene Diet-rich Bild "Scarlet Express" können Sie Grosses erwarten. Die exotische deutsche Künstlerin spielt mit diesem Film, welcher unbedingt zu den hervorragenden Flmen des neuen Produktronsjahres gezählt werden muss, ihren Trumpf aus und ist blendend in

Spiel und Maske.

Bei zwei amerikanischen Abstimmungen für die besten Filme des vergangenen Jahres schloss Paramount sehr günstig ab. Unter den neun von der National Board of Review gewählten Filmen befanden sich drei Paramount Filme und zwar "She Done Him Wrong", "Mama Loves Papa" und "Three Cornered Moon". Film Daily schlug zehn Filme vor darunter zwei Paramount Filme nämlich "She Done Him Wrong" und "A Farewell to Arms". Dabei möchten wir darauf hinweisen, dass keine andere Filmgesellschaft mehr als zwei Filme unter den Gewinnern hatte.

Aus den umfangreichen Ankündigungen in dieser Ausgabe werden Sie mit Leichtigkeit die siegende Filiale im Paramount International Contest für die zweite Hälfte von 1933 ersehen können. Für 1934 planen wir etwas ganz Neues, noch nie Dagewe-Alle Einzelheiten werden in senes. der nächsten Ausgabe zum Abdruck gelangen.

Ferner finden Sie in dieser Nummer die Liste aller Filmdarsteller, die in diesem Jahre in Paramount Filmen zu sehen sind. Es befindet sich darunter viel Nachwuchs und ein Teil wird die äusserste Sprosse der Ruhmesleiter Wissen Sie eigentlich, erklimmen dass das Schicksal unseres Nachwuchses zum Teil in Ihren Händen ruht? Bis jetzt haben w-i-r Stars gemacht; aber Sie können viel dazu beitragen, um die eine oder die andere Filmpersönlichkeit berühmt zu machen. Wa-rum machen Sie von Ihrem Recht keinen Gebrauch?

Vom Lancieren unserer Schauspieler zur Ausbeutung unserer Filme ist es ein Katzensprung. Wir hatten Gelegenheit, in dieser Ausgabe viele wirksame Filmpropaganda zum Abdruck zu bringen. Von manchen Filialen wurden umfangreichere Reklame Feldzüge unternommen als von anderen natürlich nichts von Ihrer Tätigkeit.

PARAMOUNT NEUIGKEITEN | GRAHAM'S "GANG" WERE | NOUVELLES PARAMOUNT MARVELOUS

On the preceding page we have written the highly honorable 'finis' to the Halfly honorable 'finis' to the Halfyear Contest of
1933. It was a
me morable achievement, and
one of its dominating highlights
registered by the
Division of Great
Britain and Ireland, under the
direction of Managing Director
J. C. Graham,
and with General
Sales Manager Sales Manager Montague Gold-nan (photo here-with), carrying the ball to every the ball to every corner of the field in a mtach which aroused the com-plete enthusiasm of every Para-mount official. In-deed, the Division of Great Britain and Ireland, will and Ireland will be a towering power to be reck-oned with in 1934. They're



going to tear up records with a ferocity that is going to be tough for competitors.

HET NIEUWS VAN DE PARAMOUNT MAAND

John W. Hicks Jr., Vice-President der Paramount International Corporation, vertrok 31 Januari naar Europa per SS, 'Manhattan'. Zijn inspectiereis zal ongeveer vijf weken duren.

Twee hoofdrolspelers, op wie onze hoop gevestigd is als toekomstige sterren, vertoeven thans in Hollywood. De eerste is Carl Brisson, de gevierde Scandinavier - de tweede, Harry Wilcoxon, die de mannelijke hoofdrol zal spelen in 'Cleopatra' de nieuwe Claudette Colbert film, welke geregisseerd wordt door Cecil B. deMille. Bij het lezen van dit nieuws is

'Cleopatra' reeds voor de camera en afgaand op de beschrijvingen, die de Heer deMille ons anlangs tijdens sijn kort verblijf in New York van deze film gaf, moet het wel de kolossaalste en monumentaalste film worden, die wij in jaren vervaardigd hebben. Knoop dat in Uw ooren en zeg het

Uw enthousiasme hoeft niet beperkt te blijven tot 'Cleopatra'. 'Scarlet Empress' (De Roode Keizerin) is de nieuwe Marlene Dietrich film waarover ons studio zich in hoogdravende bewoordingen uitlaat. Evenals Cleo-

patra is dit een grootsch schouwspel. Twee comité's uit de filmwereld, die aan't eind van ieder jaar de tien beste films van't jaar uitkiezen, hebben hunne keuzen op Paramount films laten vallen. De keuringscommissie koos slechts negen films en drie daarvan zijn Paramount producties, te weten: She Done Him Wrong, Mama Loves Papa en Three Cornered Het vakblad 'Film Daily' rangschikte twee Paramount films onder de tien superieure films van het

(vielleicht scheint es aber auch nur so und wir haben nicht alles Material bekommen). Es ist der grosse Wunsch der Paramount Filmleitung mehr und mehr gediegene aber nichtsdestoweniger wirkungsvolle Filmpropaganda in fremden Ländern zu sehen. Unter Umständen leisten Sie schon jetzt Ausserordentliches, aber wenn Sie uns keine Belege einsenden, wissen wir

DU MOIS DERNIER

M. John W. Hicks, Jr. vice-président de Paramount International Corporation, est parti pour Paris à bord du paquebot Manhattan, le 31 janvier. Il sera absent de New-York pendant cinq semaines pour son étude régulière semi-annuelle des affaires,

Deux nouveaux acteurs dans lesquels nous plaçons de grands espoirs car ils ont la bonne étoffe pour devenir étoiles, ont été amenés de loin à Hollywood. Ce sont Carl Brisson, le grand favori des quatre pays de la Scandinavie; et Harry Wilcoxon, dont le premier rôle sera celui de Marc Antoine donnant la réplique à Cléopatre qui sera joué par Claudette Colbert dans la nouvelle production

Cecil B. De Mille. Incidemment, "Cléopatre" sera en voie d'exécution quand vous lirez ces lignes, et d'après la description que nous en a faite, M. De Mille lors de son récent voyage à New-York, nous sommes absolument sur que ce sera le plus grand film — pour son intensité, sa dramatisation et son spectacle - que Paramount a tourné en ces dernierès années. Nous vous conseillons de commencer à en parler de cette façon aussitôt que vous en aurez Poccasion.

Et vous pourrez vous enthousiasmer aussi pour le nouveau film de Marlene Dietrich, "Scarlet Empress", que l'on assure à l'avance comme l'as de toutes les productions dans lesquelles Marlene Dietrich a joué. Ici, également, nous avons l'ampleur de la production s'ajoutant à l'esprit dramatique.

Deux concours qui ont eu lieu aux Etats-Unis pour décider quels étaient les meilleurs films de l'année ont resulté au grand avantage de Paramount. Le National Board of Review fit une sélection des neuf productions cinématographiques les plus remarquables, et parmi ceux-ci figurent trios

(Continued on Page 8)

jaar: She Done Him Wrong en A Farewell to Arms.

U hebt natuurlijk reeds in dit nummer de annonce gezien waarbij wij U berichten welk kantoor het Paramount International concours van de laatste zes maanden van 1933 won. 1934 hebben wij een gloednieuw plan voor een concours - iets dat wij tot dusver nog niet geprobeerd hebben. De bijzonderheden zullen U in de volgende editie bekend gemaakt worden.

Elders in dit nummer vindt U een staatje van de spelers die in het komende jaar in Paramount films gezien zullen worden. Onder deze namen zijn enkele die voor hoofdrolspelers in aanmerking komen, doch hun eventueel succes berust geheel in Uw handen. In vorige jaren hebben wij de sterren gekozen; onder de huidige omstandigheden lijkt het ons recht-vaardig, dat U bepaalt welke dezer spelers voor sterren in aanmerking komen.

Het doet ons genoegen te constateeren, dat er alom veel werk gemaakt wordt van de exploitatie campagnes. Sommige landen meer dan andere afgaand op de bewijzen, die zij er ons van toezonden — maar de hoofd directie in New York hoopt, dat de doelmatigheid der middelen gepaard zal gaan met waardigheid. Wij nemen aan, dat er overal reclame gemaakt wordt, maar om over de doelmatigheid dier reclame te oordeelen moeten wij er bewijzen van hebben. Wij kunnen er niet naar gissen.

NEW JAVA MANAGER



Leonard Peuleve has been appointed Paramount Brancl Manager at Soerabia, Java He left Sydney on December 20, and is already installed in his new Far Eastern port.

Peuleve has had a brilliant career Paramount, Joining the company

almost seven years ago in the Ad Sales Department, his splended sales ability quickly won him the position of Ad Sales Manager at the Brisbane office. After a year in the north he was returned to Head Office and appointed to the Publicity Department His next step was Exploitation Manager, and when Paramount acquired the Capitol Theatre Melbourne, he was made House and Publicity Mgr

NEW YORK SLANTS ON THE BLUE RIBBON BUNCH

This is a tardy note telling of the arrival in Sydney, November 8th. last of young Shirley Gatward. Heartiest congratulations to Mrs. Gatward and Customs Director Charles, the father.

Looking over the ad. sales columns from time to time it seems to us that the name of Henry Quincy is mentioned favorably the greatest number of times. If we're wrong, please correct us: if we're right, are you other chaps going to stand for it?

Frank Kennebeck is putting over some fine publicity and exploitation for that Capitol Theatre in Mel-

bourne. His work with "Torch Singer" is especially commendable. General Sales Manager William Hurworth contributed such a fine editorial on Mae West to the December 13 issue of "Paramount Punch" under the heading of "Concerning West," that we're reprinting it in full:

You have heard of the figures put over by Mae West's latest picture, "I'm No Angel" in all parts of American the only ica, England and France, the only countries in which the picture has been released to date. Last week 1 had the honor and the thrill of seeing this picture, and I can say this, that if this territory does not stack up the same sensational box-office records with "I'm No Angel" there is no excuse for any of us to remain in the show business

Mae has a line about "You fascinate me" in her new picture, and that's precisely what she has done to millions of theatre-goers these days. We already have proof of that right here with the tremendous success of "She

Done Him Wrong".

She has done it so conclusively that Miss West has been signed to a Paramount contract, which calls for two pictures a year for the next four years. There's a powerful incentive for you to get out and plug this star so that she is recognized here too, as she is known within the American in-dustry to-day as "The Greatest Personal Attraction on the Screen."

You're going to hear more about I'm No Angel" than you've heard about any Paramount picture in a long time ... and every bit of news about it is going to be "record-breaking news".



This magnificent tribute to the inspiring leadership of the man who was our guiding spirit, counsellor and father through so many years was prepared recently by the directors of Paramount International Corporation and presented to Mrs. Emil E. Shauer. The presentation, in the name of every Paramount International Legionnaire throughout the world, was made by Mr. Hicks a few weeks ago.

PARAMOUNTS MANADSNY-HETER

John W. Hicks Jr. verkställande direktör för Paramounts Internationella Corp, avreste till Paris på S/S Manhattan den 31 Januari. Han kommer att vara frånvarande från New York för ungefär 5 veckors tid på denna affärsressa, som han gör två

bäres av Claudette Colbert. Detta är en Cecil B. de Mille film.

"Cleopatra" håller just på att iscensättas, när ni läser dessa rader och att dömma av den enthusiasm med vilken Mr de Mille beskrev denna film för oss under sitt sista New Yorks

mer att bli Markus Anthonius i Kejsarinnan", om vilken det säges, att "Cleopatra" i vilken stjärnrollen uppden otvivelaktigt sätter kronan på verket ifråga om Miss Dietrichs filemr. Här ha vi en storfilm av värde sammanknippad med en färgrik dramatisk berättelse.

Två pristävlingar här i landet om årets bästa filmer, ha givit två pris till Paramount. National Board of Tva nykomlingar i vilka vi ha stora förhoppningar som kommande stjärnor — importerade av Paramount från långt avlägsna orter—ha nyligen anlänt till Hollywood. Dessa äro Carl Brissen, högt uppburen favorit i de Skandinaviska lånderna; och Harry Wilcoxon, vars första roll kom-

Ni har allaredan sett den stora annonseringen i detta nummer om landsvisningarna i Paramounts internationella pristävling under sista delen av år 1933. Nu har vi planerat för år 1934 och vi ära stolta över att ha hittat på något, som aldrig gjorts förut. Var på givakt för de detaljer, som vi komma att delgiva Eder i nästa mån-

I detta nummer finner ni också en lista på de nya personer som komma att upptråda i Paramounts filmer under detta nya år. Bland dessa personer är det flera, som onekligen komma att bli stjärnor, och deras öde åro i Edra händer. Vi har gjort vår del att alncera nya stjärnor; vårt mål nu

(Continued on Page 8)

SPAIN PLAYS EVERY EXPLOITATION BET TO THE HILT

the most of the priceless benefits of exploitation, we think that Spain would be one of the three or four major contenders for top honors. (Maybe there are some territories, other than the three or four alluded to, who would want to contest this claim — but we can't include them because they refrain from sending us evidence).

At all events, Spain rings the exploitation bell time and time again. "The Sign of the Cross." We have a note also to mention their classic stunt for "Madame Butterfly" at the Coliseum Theatre in Barcelona, when a slab of real Japanese type was inserted in the theatre advertisement and prizes of free admissions offered for the first fifty pertranslations of the text.

Then there was that grand piece of exploitation for "If I Had A Mil- mount International Legion.

If we ever ran a contest to decide lion," so successfully put over that which of all the territories make it seemed many columns of free space in the Barcelona newspaper, "La Publicitat." This Catalan pa-This Catalan paper was given the idea of interviewing holders of tickets in the national lottery and asking them what they would do if they won a million pesetas. Naturally a campaign of this nature set the title of the picture squarely on the tongues of hundreds of thousands of readers.

> The title got into the Spanish cartoons, too, one of the papers depicting a newspaper interviewer asking the Leader of the Radical Party what he would do if he had a million, and being greeted with the answer: "I'd get away from the Radical Party!

h's grand work, Spain. Keep it up! What we're doing is only resons arriving at the theatre with fleeted glory, of course, but it does give us a thrill passing this news on to the remainder of the Para-





STIRRING MEXICAN EXPLOITATION For CHEVALIER'S "BEDTIME STORY"

So enthused were the Mexico City truck made several circuits of the Paramounteers over "A Bedtime Story" that they shattered all precedent with a campaign of exploitation audience. which had its climax in the great bullthousands of spectators, immediately preceding the start of the fighting, the this vigorous exploitation.

arena, and at the last circuit hundreds of straw hats, emblems of Chevaliers, were thrown from the truck to the

Manager Vicente Saiso, in charge fight arena of that city. At a moment of Mexican organization, reports that when the place was crowded with the season of the picture at the Regis Theatre was immeasurably helped by

PARAMOUNT'S NEW MANAGING DIRECTOR IN AUSTRALIA, NEW ZEALAND, IS JOHN E. KENNEBECK



I. Kennebeck

The appointment of John E. Kennebeck as Managing Director of Paramount Film Service Limited of Australia, New Zealand, Java and Straits Settlements is announced by John W. Hicks, Jr., Vice President of Paramount International Corporation. The appointment is effective immediately, with Kennebeck succeeding William J. Clark, resigned.

The new post climaxes a service extending over fourteen years, eleven of which have been spent by John Kennebeck as director of exploitation in Australia, with the last seven embracing also the direction of publicity and advertising. Prior to going

to Australia in 1923, Kennebeck was Paramount exploiteer attached to the Omaha and Des Moines exchanges, in the United States.

We cannot help but offer the heartiest of congratulations to John Kennebeck, whose reward with this appointment is not only truly merited, but is acclaimed with the highest form of sincerity by his Blue Ribbon co-workers.

VIKINGS CONVENE IN STOCKHOLM



The Viking convention in session, presided over by Carl York. Standing from left to right; Erling Eriksen, Oslo; Alfred Bjork, Stockholm; David Nilsson, Stockholm; E. Valtasaari, Helsingfors; Ingvald C. Oes, Copenhagen; Harald Eriksen, Oslo; seated: Miss Inga Bjurman, Stockholm; Harry Hammar, Helsingfors; Paul Flodin, Stockholm; Carl York, Stockholm; Paul Sandberg, Stockholm; Harald Frost, Copenhagen; I. Madsen, Copenhagen; G. Berg-Jaeger, Oslo; and Chr. Lund, Oslo.

The two-day convention of Para- West's "She Done Him Wrong." The mount's Vikings in Stockholm on January 12th and 13th, has now become a memory - but the memory lingers on, in the minds of all who attended, and the fighting spirit engendered by that stalwart leader of the Nordic forces, Carl York, is being dispensed with fruitful results throughout Scandinavia.

The convention opened with one minute of silent tribute to our late chief of the Foregn Legion, the beloved Emil E. Shauer, after which all delegates pledged the same loyalty and co-operation for Mr. John W. Hicks, Jr., as was given so unstint-ingly for so many years past to Mr. Shauer.

In the evening of the first day the convention attended the China Theater in a group for the opening of Mae event proved to be a gala one, with the house packed and crowds waiting outside for admission to the first of the great Mae West money-makers. Mr. York had upset precedent, and York had upset precedent, and wisely, for the convention group included not only the local managers, but at his request the sales force and the publicity staff as well,

To quote Mr. York further:

"The convention was a great success. We reviewed the past year's results and discussed the coming product which from all appearances looks great. The boys gave excellent reports on local conditions in each territory which they claim are improving day by day. There is no question that we should do a much bigger business in 1934 than we did in 1933.

"I read Mr. Deane's letter of December 29 to the boys and this was good news indeed, particularly his statement in regard to DeMille's "CLEOPATRA", which should be a very big picture for these territories. The news about Carl Brisson was also joyfully received and everybody here is looking forward to his first picture with a great deal of anticipation.'

"ALICE" COSTUMES



The spirited exploitation campaign for "Alice in Wonderland" in London, engineered by John Armstrong under the direction of Earl St. John, in charge of Paramount's British Theatres, passed up no bet. Several of the Original costumes used in the picture were imported from Hollywood, and were used as shown above, with the wearers parading the main streets of the British metropolis. The costumes shown here are those of the Ugly Duchess and the Frog Footman.

SEND GLOWING REPORTS ON "CRADLE SONG"

Many are the fine reports on "Cradle Song." Among the most recent ones are letters from Vasco Abreu, of the Rio de Janeiro office, and J. P. Donohue, branch manager for Puerto

Mr. Abreu, who is one who can be depended upon for succinctiness, sends a comment which is directly to the point. He says; "We have just screened 'Cradle Song'. Here we have a true master-piece, a picture that will make a lot of money.'

Mr. Donohue says; "We just ran off 'Cradle Song'. This is a wonderful picture and one of the best that Paramount has made for the Latin American countries. I am going to hold this film for release during Holy Week here. I expect to make a killing with this picture."

FOUR THRILLING REASONS FOR 1934 GREATNESS



Published below are our initial condensations of four Paramount Pictures which we believe are destined for world-wide popularity. We believe so implicitly in them from what we already know of the plans for their making that we are going to give you month after month through these columns — and almost week by week through other channels — important facts in connection with their making.





"THE SCARLET EMPRESS" WILL BE GREAT BECAUSE it is unqualifiedly the finest, most moving and certainly the most genuinely entertaining motion picture that Marlene Dietrich ever made. Because, too, it is Josef von Sternberg's outstanding directorial achievement. And because, from all of the pictorial and printed evidence at our disposal, the picture will be warm, pulsing, spectacular entertainment — something that film andiences everywhere will thrill to.

"STRANGE HOLIDAY" WILL BE GREAT BECAUSE it is the most powerful and withal the most original characterization that the character-genins of the screen, Fredric March, has ever placed on celluliod. Adapted from the famous stage play, "Death Takes A Holiday," the film has a truly international appeal—and films with truly international appeal are grist to our international mill. We'll be telling you plenty about this one constantly.





"MURDER OF THE VANITIES" WILL BE GREAT BECAUSE it is one of the most original ideas ever filmed. It is a celluliod cocktail compounded of equal ingredients of Spectacular Theatricalism and Throbbing Mystery, employing only the most entertaining ingredients of each. It will be Paramount's introduction of the intrigning new international personality, Carl Brisson, to the screens of the world, and it will have a supporting cast of favorites as long as the distance from Helsingfors to Hobart.

"CLEOPATRA" WILL BE GREAT BECAUSE — well there are so many reasons for the greatness of this one that we'll probably have to whittle the number down to five hundred. Of the five hundred, the most important are (a) Mr. Cecil B. De Mille's promise to Paramount — and Paramount's belief of same — that the picture will be the mightiest film said Mr. De Mille has ever made. (b) Clandette Colbert will be Cleopatra and Harry Wilcoxon will be Marc Antony. (d) And will it be Glamorons! Exotic! Massive! Intriguing! Spectacular! Moving! Mellow! Mighty! — and Seductive! It will be Paramount in every sense of the word.



Now Do You Know Why We're So Enthusiastic!

SUCESOS PARAMOUNT **DURANTE EL MES**

El 31 de enero salió de Nueva York para París, a bordo del Manhattan, el señor John W. Hicks, Jnr., vicepresidente de la Paramount International Corporation. Durante su viaje, que durará unas cinco semanas, llevará a cabo la acostumbrada jira semestral de inspección y estudio.

La Paramount ha ido a playas distantes en busca de dos nuevos actores que se hallan ya en Hollywood y en los cuales fundamos grandes esperan-Son Carl Brisson, favorito de los públicos escandinavos, y Harry Wilcoxon, elegido para que interprete el papel de Marco Antonio en "Cleopatra", la producción que dirigirá Cecil B. de Mille para la Paramount con Claudette Colbert en el papel de la heroína.

Cuando lea usted estas líneas, "Cleopatra" habrá empezado ya a filmarse. Por lo que nos ha dicho Cecil B. de Mille durante su reciente visita a Nueva York, no nos cabe la menor duda de que esta película, tanto por su fuerza dramática cuanto por aparato escénico, excederá a todas las que ha llevado la Paramount a la pantalla en los últimos años. Cumple que tome usted nota de esto, para que empiece a hacerle la propaganda sin demora.

No hará mal, por otra parte, en dedicar el mayor entusiasmo a la nueva película de Marlene Dietrich, "Catalina de Rusia" (("Scarlet Empress"), la cual ha de ser, según impresiones comunicadas de Hollywood, la producción cumbre de la Dietrich. En este caso, como en el anterior, tendremos un gran drama realzado por una grandiosa presentación.

Dos concursos celebrados en los Estados Unidos para elegir las mejores películas del año pasado han sido en extremo halagadores para la Paramount. La Junta Nacional de Revisión, al designar las nueve producciones más notables del año, incluyó entre ellas tres de la Paramount: "Na-cida para pecar" ("She Done Him Wrong"), "Un marido en apuros" ("Mama Loves Papa") y "¡Vaya un enredo!" ("Three Cornered Moon"). El Film Daily, en la lista de las diez mejores películas del año, incluye dos de la Paramount: "Nacida para pecar" y "Adiós a las armas" ("A Farewell to Arms"), siendo de advertir que ha sido la nuestra la única Editora que aparece con dos producciones en dicha lista.

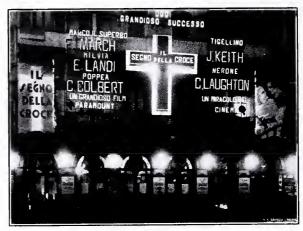
El anuncio que se inserta en este número informará a usted de cuál ha sido el territorio que salió vencedor en el Concurso de la Paramount International correspondiente al segundo semestre de 1933. No satisface decir que los planes que tenemos para 1934 incluven algo enteramente nuevo. En el número del mes que viene daremos pormenores acerca de ello.

Hallará usted en otro lugar de esta edición una lista de las nuevas personalidades que aparecerán en las Películas Paramount en el curso del año. Hay varias llamadas a ser estrallas y cuyo éxito futuro dependerá en parte de los esfuerzos de usted. Hemos puesto de nuestra parte lo que correspondía para darle al cine estrellas: seános lícito esperar que cada una de estas nuevas personalidades hallará la mayor oportunidad que sea dable brindarle dentro de las presentes cir-

Esto nos lleva a hablar de la explotación. Nos complace que en las hemos de saberlo?

ELECTRICAL DISPLAY ATTRACTS ATTENTION

The San Carlo Theater in Milan, Italy, went in for a highly effective display electrical during the run of "The Sign of the Cross." And the result was exceptional business. All the lettering was done in red neon lights. The outside of the central cross was done in blue neon. The inside of the lighting cross was in white



UM MES DE NOTICIAS PARAMOUNT

Mr. John W. Hicks Jr., vice-presidente da Paramount International plano para o concurso de 1933. — um Corporation, partiu para Paris pelo plano inteiramente novo, em nada "Manhattan", no dia 31 de janeiro. Ele estará ausente de Nova York durem a sua divulgação por estas colurante umas cinco semanas, fazendo a sua costumada viagem de inspecção naquele centro.

-Dois novos astros, em que depositamos toda a confiança, acabam de entrar para o escrinio da Paramount. São eles Carl Brisson, figura de destaque nos centros teatraes dos paises escandinavos, e Harry Wilcoxon, que desempenha o papel de Marco Antonio em "Cleopatra", filme no qual Claudette Colbert faz a conhecida egipcia, sob a direcção de Cecil B. de Mille.

Quando esta revista chegar ao ex-terior, já "Cleopatra" estará em adeantada producção, sendo que Mr. De Mille garante fazer dela um dos seus mel melhores trabalhos até hoje filmados, E' conveniente, pois, que desde já comecemos a sua propaganda como o major filme da temporada.

—Outra producção que merece todo o nosso entusiasmo é "Catarina da (Scarlet Empress), com Mar-Russia" lene Dietrich no papel da gran senhora do anor. Este filme constituirá uma grande sensação e deve tambem ir sendo anunciado desde já, pois é obra que vale por uma positiva afir-

-Em duas selecções dos melhores filmes do ano passado, obteve a Paramount opinião favoravel. A "National mount opiniao ravoravel. A "National Board of Review", que escolheu nove filmes entre os melhores, deu tres logares á nossa marca: "Uma Loura para Tres", "A Mulher faz o Marido" "A Comedia dum Lar". Na lista do Film Daily acham-se "Um Loura para Tres" e "Adeus ás Armas", um recor como nenhuma outra marca obteve.

-Publicamos nesta edição um quadro dos vencedores do concurso de dis-

tribuição e venda organizado no ano passado pela Paramount International, o qual se encerrou no ultimo periodo de 1933. Temos já organizado o nas, o que prometemos para muito breve.

—Inserimos tambem nesta edição algunas notas de grande interesse sobre as novas personalidades que a Paramount fará surgir nos seus filmes durante o ano que ora se inicia. Esses novos artistas, que com certeza chegarão ao ambicionado "estrelato" serão em segunda instancia entregues a vossos cuidados, pois da sua divulgação no estrangeiro depende tambem a sua fama cá, no centro de producção. Nos, que demos mão de amigo a muitos artistas obscuros, que se fizeram luminares da téla, devemos envidar esforços por mais este grupo de novos.

-Ao concluirmos estas ligeiras notas, seja-nos permitido dizer que muito nos agradou o interesse demonstrado pelos srs. agentes na propaganda dos filmes durante o ano findo. Observamos entretanto que houve maior movimento publicitario em uns centros do que noutros. Unifiquemos, pois, as nossas forças para que no corrente ano o nosso serviço de propaganda apresente um indice de maior uniformidade e melhores resultados.

FRANK DEANE ACHIEVES **GOVERNMENT TITLE** IN AUSTRALIA

Frank Deane of the Sydney, Australia office, has attained a distinction apart from his work as Paramount's Purchasing Manager, by being governmentally named as a Justice of the Peace. This gives him the official right to tack J. P. at the end of his name. (Continued from Page 5)

är att söka giva var och en av dessa nya krafter de bästa handräckningar, aro möjliga under nuvarande som konditioner.

Detta sista faktum gör att vy ånyo måste nämna vidspredd annonsering. Vi äro oerhört lyckliga över de bevis vi få på slående annonsering, som vi se sida efter sida i detta nummer. Somliga land ha naturligtvis gjort mer ar andra (eller de ha åtminstone skickat oss bevis på det) och Paramounts chefer hoppas därför att få se ändå mer värdig och effektfull annonsering över hela världen. Ni kanske gör just det nu, men om ni inte sänder oss bevis därpå, hur skola vi kunna veta, vad ni gör.

(Continued from Page 4)

films Paramount — "She Done Him Wrong", "Mama Loves Papa" et "Three Cornered Moon". Le Film Daily, un journal cinématographique, mentionna dix films, dont deux étaient de Paramount, soit le plus grand nombre de ceux produits par la même compagnie. Ces deux films étaient "She Done Him Wrong" et "A Farewell to Arms".

Vous aurez remarqué par les résultats publiés dans ce numéro quel territoire a gagné dans le Concours International Paramount qui s'est disputé pendant les derniers mois de l'année 1933. Maintenant nous avons préparé nos projets pour l'année 1934, et nous sommes à la fois fiers et heureux d'avoir trouvé quelque chose qui n'a jamais été fait précédemment. Soyez à Palerte pour les détails que vous trouverez dans le numéro du mois prochain de cette publication.

Vous trouverez aussi sur une autre page de ce numéro, la liste des nouveaux artistes que vous verrez dans les films Paramount de cette année. Parmi ces artistes, il y en a plusieurs que sont destinés à devenir des étoiles de première grandeur, et leur sort est en partie entre vos mains. Nous avons rempli notre rôle en lançant des étoiles dans le passé. Efforçons-nous à donner à chacun de ces nouveaux artistes la plus grande opportunité possible dans les circonstances actuelles.

Et ceci nous rammène de nouveau à yous parler d'exploitation. Nous sommes heureux de pouvoir vous donner autant de preuves d'exploitation efficace dans les pages de ce numéro. Quelques pays se sont particulièrement distinqués — ou tout an moins nous ont envoyé des documents qui le prouvent - et les directeurs de Paramount espèrent voir de plus en plus s'étendre dans le monde entier une exploitation — efficace — et pleine de dignité. Peut - être vous êtes-vous distingué aussi dans l'exploitation, mais à moins que vous nous envoyiez des informations sur ce que vous faites, comment pouvons-nous le savoir?

MR. HICKS IN EUROPE ON SEMI-ANNUAL **BUSINESS SURVEY**

Sailing from New York on January 31st, aboard the S.S. "Manhattan," Mr. Hicks planned Paris as the first stop on his first semi-annual business survey of European conditions for 1934. He will later go to Germany, Austria, Scandinavia and several other Continental countries before visiting England on his way back to the United States.

páginas de este número haya repetidas pruebas de que está llevándose a cabo una explotación adecuada. Algunos países se han preocupado por adelantarla en grando mayor que otros (o por lo menos nos han enviado pruebas de haberlo hecho así). Los jefes de la Paramount confian en que de día en día han de ver que se adelanta dondequiera una explotación cuya seriedad no vava en detrimento de su eficacia. Posible será que usted a estas horas adelante una explotación así; pero, a menos que nos envíe pruebas de que así lo está haciendo, ¿cómo

Paramount International News

Vol. 1. No. 9

PRICE: Your Conception of Paramount's Good Will

ITALY STILL IN THE DRIVER'S SADDLE

MATADOR

FORWARD, SPAIN

Reproduced above is the cover of the first 1934 issue of "El Matador," house organ of the Messeri's Matadors, with a picture of the Spanish leader himself on the cover. This particular issue, running to 20 pages, is one of the finest house organs, and we have decided to use in our next issue much of its material in a fashion that we believe will be entirely pleasing to the Matadors.

MR. HICKS VISITING GERMANY, ENGLAND ALSO

Latest word from Mr. Hicks is that he is in Berlin at the time of this issue going to pres. He will later return to Paris, and then go on to London for conference with Mr. Graham before returning to Home Office in New York.

LONDON CONVENTION

Aboaf the Pace Setter in 1934 Contest

One powerful demonstration of the value of momentum in an international contest is provided by Italy, where Managing Director Aboaf's Fighting Bersaglieri (they can have another name if they want it) gathered so much of this precious quality in the 1933 Contest that they were able to surmount all quota obstacles and emerge in 1934 as the initial leaders in this year's super-vigorous affray.

GARY COOPER SIGNS EXCLUSIVE LONG TERM PARAMOUNT CONTRACT

There's mighty good news in the announcement from Hollywood that Gary Cooper has signed a new long term contract giving Paramount his exclusive services over a number of years.

This contract will begin as soon as Gary has finished work on "Here Is My Heart," his final Para-

mount picture under his old contract, and the lead opposite Anna Sten in her next American picture.



Commencing February 16th, the Bulldog Division held a spirited Convention in London. General Sales Manager Montague Goldman presided in the absence of Mr. Graham, who is in the West Indies on a vacation. Branch, district and theatre managers attended, in addition to Mone Office executives. There were also screenings of several Paramount pictures. Photos and a full report next month.

NOVEL TRIBUTE: During the visit of our President to the Studio remanager of that territory, and recently made an extensive survey of Venezuela and most of the countries comprising Central America.

Toby Wing, Charlotte Henry, Gail Patrick and Ida Lupino scated at the table, and the Misses Gwenllian Gill, Barbara Fritchie, Dorothy Dell, Evelyn Venable, Elizabeth Young, Ethel Merman, Grace Bradley standing.

And what a contest it should be! It's our opportunity to inscribe by actions those thoughts we feel in our hearts towards our Leadership by Mr. Hieks. In fact when we try to think of words to describe everything that it should be, we just kind of instinctively know that it is going to be everything that we would want it to be. Of eourse, if the truth were known, the way each division would want it to be would be with their name at the head of the list when the year has ended. That time naturally is some months away yet, but what is right here, closer than the next second, is the fact, proven by the first set of standings on Page Three, that momentum is destined to be a terrific factor in writing the final results. Italy earried over from last year into first place this time because they had geared themselves to the pace. And they'll hold that pace, too, unless some of you other chaps gird up your loins and prepare to give them

(Continued on Page 3)

S. E. PIERPOINT IS MANAGER OF PANAMA OFFICE

We are advised by Jeroine P. Sussman, general manager of Central America and the northern republics of South America, of the appointment of S. E. (Ted) Pierpoint as manager of the Panama office. Mr. Pierpoint has already rendered valiant service over a period of years in Guatemala, as manager of that territory, and recently made an extensive survey of Venezuela and most of the countries com-

On behalf of Paramount's Legion we felicitate him most heartily on his

Paramount International

Published on the first of every month preceding issue date from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry.

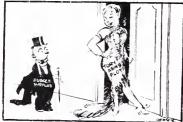
March, 1934 No. 9 Vol. I

GITTOES-DAVIES HAS BE-COME SYNONYMOUS WITH POWERFUL PUBLICITY

There's nothing wrong with the Paramount publicity news that's coming from England these days. Positively not! Paramount Pictures are securing such publicity in the way of newspaper stories, advertising and exploitation tie-nps, and general reader interest as they have not enjoyed since the inception of motion pictures. And one person primarily responsible for this national advancement is R. Gittoes-Davies, Paramount's publicity and advertising director in Great Britain and Ireland.

'Gittoes' as he is familiarly known to the British film industry - is just celebrating his second anniversary with Paramount, and what a crowded two-year-period it has been. Crowded with a new interpretation of Paramount publicity, stanneh new contacts in the newspaper world, and the creation of a finer publicity liaison between America and England.

It's all very grand and glorious, and we heartily congratulate Mr. Gittoes-Davies on his accomplishments.... but we do wish he'd tell us what the "R." stands for.



CARTOON. This reproduction of a three-column cartoon from a recent issue of the London "Star" shows how completely Mae West has captivated the minds and imaginations of the

It is with the deepest sense of regret that we record the death, on February 17th last, of Sigmund Weltner, beloved father of George Weltner. He was a real man, a true pioneer in the field of motion pictures, and the sincere friend of a great many Paramount Legionnaires.

EMANUEL COHEN'S PRODUCTION ORGANIZATION **GUARANTEES PRODUCT FOR OUR 1934 CONTEST**

The following article constitutes the highlight information in a powerful statement to Paramount Pictures Distribution Corporation, delivered by Emanuel Cohen, vice president in charge of production of Paramount Pictures. The statement appeared in the February 14th issue of Paramount Sales News, dedicated to the Victory Drive of Paramount Pictures Distribution Corp., and this excerpt contains plenty of assnrance to us that the product we will have available will adequately match our finest and sincerest efforts in making our own Victory Contest the greatest we have ever staged.

I am very glad to send this message to the sales force at this time. I have a deep appreciation of the efforts and the splendid results of the sales organization and although, as many of you know, I do not often issue statements, if there is any message of encouragement that I can give at this time I am only too happy to do so.

I believe that in the past, promises have been made in glowing terms and many of them not lived up to. This has been the case so frequently I feel that, probably with good reason, little attention is paid to the forecasts that come out of Hollywood. This is one of the reasons I have not been given to making statements or promises. Our job here is to improve production and let results speak for them-

In the following statement of our present production activities however, I want to ask the sales progress. force for their confidence. I should like to have that confidence based on, and the promises judged by, the but in addition we wish to have results so far attained in connection with the reorganization of production and the accomplishments of the past year.

During the last few years about the Paramount lot was Marlene ers. We are richer in new paramount lot was Marlene alities than in many years. blood brought into the creative forces of Paramount Productions has been accomplished in this direction. We can look back to the this. Careful selection, testing, record of Mae West and Bing Crosby, two of the really outstanding personalities of the screen today, discovered and developed by Paramount.

We believe we have in George Raft and Cary Grant potential ticket sellers for us. They are both being carefully groomed into positions of importance.

Taking production by and large, we feel that despite the task of reorganization of the Production Department from the bottom to the top, despite the bankruptcy situation, the strike, the complications resulting from the establishment of N. R. A. in Hollywood, and despite many other equally troublesome and important developments during



EMANUEL COHEN

the past year, there has been real progress made. Taking the pictures as a whole, the company has been enabled to make substantial

As we look ahead at the current drive, we want you to know that big star vehicles are coming through, yon take into account some of our new people: Lanny Ross, Dorothy Frances Drake, Evelyn Venable, Ida Lupino. Henry Wilcoxon, Joe Morrison, Kitty Carlisle, Helen Mack and Carl Brisson. We have a feeling that many of these will the only star to be developed on develop rapidly into real ticket sell-We are richer in new personhas been no accident, but the result of a steady concentrated drive. There had been no new faces on the for some time. During the past screen for the past few years and year, however, we feel that much we were determined to add some. It has not been, and is not now, the easiest task in the world to do casting, grooming, must be made, and the proper judgment in developing personalities that have a chance of becoming screen favor-

> Paramount Productions are constantly endeavoring to improve its product and to present to the sales force material that can make their task easier and their returns ever more profitable.



CONSUL APPROVES

Action in Paramonnt's pictnresque production, "The Trumpet Blows" is laid in Mexico throughout. It has been highly necessary that the atmosphere therefore be anthentic. Bull-fight scenes have already been overseen by the famons matador, Pepe Ortiz, who journeyed to Hollywood from Mexico City. Production throughout has been overseen by Roberto Turnbull, of Mexico City's Para-mount News staff. And now we note from the above scene that the Hon. Alejandro V. Martinez, Consul for Mexico in Los Angeles is a frequent visitor to the sets, where he voices complete approval of their anthenticity. Shown above with Adolphe Menjou, who has a very important role in the picture, he said: "I am very pleasantly surprised to see the true Mexicon atmosphere so accurately reproduced instead of the usual Hollywood misconception of Mexico. Also I find that the Mexican spirit in the production appears to be very respect-fully treated. My compliments to the director and technical staff."

PERSONALITY TRAILER

All offices will currently receive a print of a new trailer prepared in Hollywood under the supervision of Bill Pine. This trailer's sole and splendid purpose is to announce and reveal the new stellar personalities signed within the past couple of months for current Paramount performance and future Paramount stardom. Included in the personalities shown are Ida Lupino, Carl Brisson, Frances Drake, Henry Wilcoxon, Elizabeth Young, Evelyn Venable, Helen Mack, Dorothy Dell, Ethel Merman, Barbara Fritchie.

For territories where English is spoken the trailer is perfect in its present form. Adaptation, with superimposing and new dialogue for non-English speaking territories would be extremely costly, so prints are being shipped primarily so that Paramounteers in these territories may see the personalities. Some territories can improvise some method for local adaptation of the trailer; can be screened for visiting exhibitors with explanations delivered verbally.

IT'S A PARAMOUNT CLOCK SO IT MUST SHOW THE BEST TIME IN TOWN

During the recent frigid wave which stopped practically every outdoor clock in New York, the great timepiece atop the Paramount Theatre, which for years has stood as a landmark at the Crossroads of the World, was kept going by means of artificial respiration so to speak. Day and night the hands and the four faces were kept brightly illuminated and the heat from the many electric globes melted the snow and ice sufficiently to allow it to perform as usual.

ITALY STILL THE DRIVER'S SADDLE IN

(Continued from Page 1)

Some other phases of this list of standings are ealled to your attention, too. The question of special names for the divisions is one ease in point. In the past some of the divisions have bestowed their own pet names on themselves. We've aided and abetted this wherever we could, but it is far preferable that these names come from the divitherefore, we are going to permit the spaces for names to remain blank until appropriate names are forthcoming. We also hope by next issue to have devised a graphic and even photographic manner of reproducing the status of each of the divisions in the contest, having been precluded from doing so this issue by the incompleteness of the actual figures.

However, by next month the Contest — the Victory Drive Contest - will be very well under way, and we'll have plenty to say about it, for by then we will have first-hand reports from Mr. Hicks of the various enthusiasms he has encountered during his European survey.

NEAT DODGE TO CIRCUMVENT A NEWSPAPER

The London "Daily Mail" printed a swell cartoon, inspired by Mae West's famous line. It was a satire on British boxing, with one of the contestants out on the floor, and the other fellow saying; "Come up and see me, some time.'

The paper said "No" to all pleas for reproduction. It's a policy of the publication. Gittoes-Davies was in despair, as you can well imagine. But not for long.

He took a page in Paramount Service, drew a big blank square, topped PARAMOUNT PICTURES SMASH it with the line "Even this has gone West," and at the bottom right-hand corner carried the following information: "Copyright prevents us from re-producing Tom Webster's 'Come up and see me, sometime' cartoon in the Daily Mail of January 19th."

So you see, as Mae West might have said "You can't keep a good man down, in the dumps."

PLENTY OF MUSIC AND DANC-ING IN "THE TRUMPET BLOWS"

Dances of the four leading Spanish speaking territories of the world will be presented in Paramount's "The Trumpet Blows," starring George Raft with Adolphe Menjou and Frances Drake.

Cuba, Spain, South America and Mexico will be represented. Cuban offering will be an original Rhumba dance by Miss Drake. Spain will be represented by a "Bull Fight-er's Dance," in which Miss Drake will delineate the matador.

Raft, with Miss Drake as his partner, will introduce a new type of tango, typical of South America.

And six Mexican dancers will pretheir country.

AS THE DIVISIONS STOOD AT THE END OF JANUARY, 1934

Place	Division Leader	His Territories	Drive Name
FIRST	Americo Aboaf	Italy,	
Second	Henri Klarsfeld	France, Belgium, Switzerland, Egypt, Algeria, Tunis, Morocco	
Γhird	Carl P. York	Sweden, Norway, Denmark, Finland	Vimful Vikings
Fourth	J. C. Graham	England, Scotland, Wales, Irish Free State	The Bulldogs
Fifth	Tom D. Cochrane	Japan, Korea, China, Philippines	
Sixth	Charles B. Ballance	India, Burma, Ceylon	
Seventh	M. J. Messeri	Spain, Portugal	The Matadors
Eighth	Jerome P. Sussman	Mexico, Central America, Panama, Jamaica, B. W. I., Colombia, Vene- zuela, Ecuador, Porto Rico	
Ninth	Gus. J. Schaefer	Austria, Hungary, Poland, Jugo- Slavia, Roumania, Latvia, Esthonia, Lithuania	
Tenth	John L. Day	Brazil	
Eleventh	John E. Kennebeck	Australia, New Zealand, Java, Siam, Straits Settlements, Federated Malay States.	The Blue Ribbon Bunch
Γwelfth	Benito del Villar	Chile, Peru, Bolivia	
Thirteenth	C. Perreboom	Holland	
Fourteenth	G. J. Schaefer	Germany	
Fifteenth	John B. Nathan	Argentina, Uruguay, Paraguay	The Gauchos

included next month.

SPECIAL NOTES

2. G. J. Schaefer-Central Europe placement excludes Czecho-Slovakia.

BRAVO, INDIA

In sending to New York a splen-did souvenir programme of "A Bed-time Story" from the Pathe Cinema Bombay, General Manager Charles Ballance reports that their "December business was the largest in Indian Paramount history." He also added a note to the effect that prospects continue good.

AUSTRALIAN RECORDS

Despite sweltering heat and numerous out-door counter-attractions, Paramount's double show, comprising Maurice Chevalier's "The Way to Love" and "Golden Harvest", enjoyed a most successful opening at the Sydney Prince Edward Theatre. Opening right in the midst of one of the worst heat waves Sydney has experienced in years, the theatre recorded capacity

business for the day. The show is set for a definite three weeks' season, and will be followed by "Design for Living" and "Tillie and Gus". This latter bill is also scheduled for our own Melbourne Capitol Theatre.

PARAMOUNT GIRLS TENDER "AU REVOIR" LUNCHEON

A farewell luncheon was tendered Mildred Chereskin, a Paramount Legionnaire of seven years, by sixteen of her office friends — amongst them several erstwhile Paramounteers who have long forsaken our portals. Mildred, who is really Mrs. Kuhn, is leaving the Foreign Legion to present another wee mite to the waiting world. Let us take this opportunity, then, through the pages of Paramount International News, to wish Mildred all good luck and a basinette of happiness!! — P. G.

HARALD FROST STAGES UNIQUE "JAZZ SHOW"

Carl P. York has reported to us | details of the very unique idea staged by one of his branch manager, Harald Frost of Copenhagen.

Recently, Louis Armstrong, colored band leader featured in several Paramount shorts, visited Copenhagen with his band. The performances were broadcast and ereated a tremendous demand for hot jazz' in Denmark.

Inspired by these facts, Frost assembled a programme of Paramount shorts featuring Armstrong and including "I'll Be Glad When You're Dead," "Old Man of the Mountain," "A Bundle of Blues" and "Moonlight Fantasy." This and "Moonlight Fantasy." This programme was styled a "Jazz Show" and was augmented by "The Three Little Pigs" and two other sent the Jarabe, the national dance of shorts from other companies. These seven shorts ran exactly one hour.

The theatre where this Jazz Show was presented opened at 2 p.m. and remained open for nine hours. It gave its first performance on Nov-ember 11th, 1933, and as we go to press it is still running, a season of three and a half months.

That is what we call inspired enterprise, and we certainly congratulate Mr. Frost on his initiative, especially when we add that Paramount is receiving a fifty percent film rental from this Jazz Show.

SWEDEN ALSO. Just as we were about to go to press came a letter from Carl P. York telling of the employment of a similar idea in connection with Paramount short features in Stockholm. We will report the event in full next month.



PARAMOUNT FUTURES

Two glamorous figures that you are going to be seeing a great deal of in forthcoming Paramount Pictures are Kitty Carlisle and Harry Wilcoxon. Here they are in the picturesque grounds of Paramount's Hollywood studio. Miss Carlisle, who graduated from New York's musical comedy stage, will appear first in the female lead of "Murder at the Vanities," opposite Carl Brisson. Harry Wilcoxon's first appearance will be with Claudette Colbert in "Honor Bright" and then with the same star again in Cecil B. De Mille's production of "Cleopatra."

DIE WICHTIGSTEN PARA-MOUNT NACHRICHTEN DES MONATS

Mr. Hicks weilt momentan in Paris, um dort diverse ausschlaggebende Organisationsänderungen für den Balkan einzuführen. Alles Nähere finden Sie in einem anderen Teil dieser Ausgabe.

T. X. Jones von der New Yorker Buchhaltungsabteilung, befindet sich gleichfalls in Paris und wird demnächst sein neues Amt als Rechnungsrevisor für Paramount auf dem Balkan antreten.

Ferner finden Sie in dieser Ausgabe ein Bild von Cecil de Mille in seinem Hollywooder Arbeitszimmer. Dasselbe ist, wie Sie sehen, mit einer Unmenge Propagandamaterial von "Im Zeichen des Kreuzes" dekoriert, welches aus aller Welt eingegangen ist. Wir wissen nicht, ob Sie auf dem ersten Blick Propagandamaterial aus Ihrem Bezirk entdecken können, aber es ist da. Wir sind nunmehr soweit gegangen, und haben Mr. de Mille unser Ehrenwort gegeben, dass für "Cleopatra" ein noch grösserer intensiverer Propagandafeldzug gerüstet wird. brauchen wir natürlich Ihre ungeteilte Mitarbeit, und wir fordern Sie aus dem Grunde schon heute auf, sich mit der Propagierung dieses Filmes zu

Wir haben heute die traurige Pflicht den Tod des am 17. Februar verschiedenen Sigmund Weltner, Vater von George Weltner, dem stellvertretenden Leiter von Paramount International Corporation, bekanntzugeben.

"Bolero" ist das Tagesgespräch von New York und macht ohne Frage ein Bombengeschäft. Die Presse kann George Raft's Tanzkunst nicht genug loben und findet gleichfalls an Frances Drake's Spiel in ihren ersten amerikanischen Paramount Film Gefallen. Aus Hollywood teilt man uns mit, dass die junge Dame in "The Trumpets Blow" Gelegenheit hat ihre Kunst weiter zu entfalten und verblüffende Fortschritte macht.

John B. Nathan, welcher die ersten beiden Februarwochen an das Krankenbett gefesselt war, schreitet nunmehr der Genesung entgegen und wird demnächst New York verlassen um sein neues Amt anzutreten.

Alle Einzelheiten für den 1934 Wettbewerb gelangten in dieser Nummer zum Abdruck und werden für Sie von Ihrer Geschäftsleitung übersetzt werden. Zu Ihrer Kenntnisnahme mochten wir darauf hinweisen, dass Mr. Hicks sich sehr viel von diesem neuen Kontest verspricht. Ja, er rechnet damit, dass ein jeder Paramountler sein Aeusserstes leistet, um alle bisherigen Rekorde mit diesem Wettbewerb in den Schatten zu stellen.

Wie gut ist Mae West's Schlagwort "Besuch mich mal bei mir zu Hause" in Ihrem Bezirk bekannt?

Ein Blick auf den Hollywooder Arbeitsplan für 1934-35 genügt um zu erkennen, dass sich das neue Arbeitsjahr ausschliesslich um erstklassige Unterhaltungsfilme drehen wird, und wir sind fest davon überzeugt, dass die neue Paramount Saison Qualitäts filme zu sehen bekommt, wie sie einzigartig in der Geschichte unserer Firma dastehen.

Im vorigen Monat gelangte eine Liste der Paramount Novizen zum Abdruck und wir bitten Sie heute. sich nochmals diese Liste gut anzuse-hen. Wir haben die beste Gelegenheit



PALACE THEATER, GUATEMALA, GETS MAXIMUM RESULTS

The Palace Theater, in Guatemala City, Guatemala, went in for splash during the Christmas Holidays, and the result was a steady down-pour of box-office "dinero." The production, "Cocktail Musical" ("Too Much Harmony") did full-house business, according to Saul Jacobs, branch manager for the district. In addition to the outside electrical display over the marquee, there is a very effective lobby setup, with a Christmassy-looking house constructed over the box-office, and several paintings of Betty Boop and Santa Claus extending the greetings of the season.

There is another proof of the timehonored adage that you've got to advertise to get 'em in.

NOTICIARIO MENSUAL PARAMOUNT

-El señor Hicks se halla en la actualidad en París donde ha llevado a cabo importante labor de reorganización, de la cual se dan pormenores en otro lugar de este número.

-El señor T. X. Jones, que prestaba sus servicios en la Sección de Contabilidad de Nueva York, ha pasado a París destinado a la Intervención General de Cuentas europeas.

-La presente edición de Paramount International News va dedicada casi en su totalidad a "Capricho Imperial" ("The Scarlet Empress"), la nueva pelicula de Marlene Dietrich. Entre otros escritos relacionados con esta producción, aparece el relativo al concurso internacional que habrá de contribuír a que dicho film alcance un éxito que supere a todos los conseguidos en muchos años. De los pormenores del concurso enterará a usted la traducción que hará de ellos la oficina de su localidad.

-Presentamos en otro lugar a Cecil B. de Mille, en su despacho de Hollywood, rodeado por multitud de muestras del material de anuncio de "El Signo de la Cruz" ("The Sign of the Cross"). En este material, procedente de todos los países del mundo, se halla representado, aun cuando acaso no alcance a distinguirlo en el grabado, el que procede de su país de usted. No hemos vacilado en asegurar al señor de Mille que la campaña que se haga para "Cleopatra" será aún más intensa y eficaz. Toca, pues, a usted empezar a prepararse desde ahora para ayudarnos a cumplir nuestra promesa.

-Cumplimos con el triste deber de dar cuenta del fallecimiento de don Sigmund Weltner, ocurrido el 17 de febrero. El finado era padre de don George Weltner, Subgerente de la Paramount International Corporation.

-"Bolero" ha sido un triunfo completo en Nueva York. han estado acordes en alabar la habi-

(Continued on Page 8)

HET PARAMOUNT NIEUWS VAN DE MAAND

De Heer Hicks vertoeft thans in Parijs voor de reorganisatie van ons kantoor aldaar. Nadere inlichtingen omtrent deze reorganisatie vindt U elders in deze editie vermeld.

T. X. Jones van het hoofdkantoor, in New York, is naar Parijs overgeplaatst, als hoofd-accountant van alle Europeesche kantoren.

Dit nummer is bijna een speciale editie, gewijd aan de 'The Scarlet Empress' (De Roode Keizerin), waarin Marlene Dietrich de hoofdrol speelt. Op een der bladzijden in dit nummer hebben wij de voorwaarden uiteengezet, verbonden aan het nieuwe internationale concours, waardoor wij van deze sublieme Dietrich film de grootste succes productie der laatste jaren hopen te maken. Laat die pagina in haar geheel voor U vertalen.

In deze editie vindt U tevens een foto van regisseur Cecil B. DeMille in zijn kantoor in Hollywood, temidden van reproducties van al het ons tot dusverre toegezonden reclame materiaal van 'The Sign of The Cross'. Daaronder is ook het door U ingezondene, of U't ziet of niet. Wij hebben den Heer DeMille een nog grootere reclame campagne toegezegd voor diens nieuwe film: Cleopatra. Zorg nu, dat wij onze belofte aan den Heer DeMille kunnen nakomen.

Het is onze droeve taak U in kennis te stellen van het overlijden, op 17 Februari j1. van Sigmund Weltner, den vader van George Weltner, onder-directeur der Paramount International Corporation.

'Bolero' maakte oogenblikkelijk opgang in New York. De pers was vooral ingenomen met het dansen van George Raft en het lofwaardige spel van Frances Drake, in haar eerste Amerikaansche Paramount film. Hollywood deelt ons mede, dat zij dit luisterrijke debut zal overtreffen in haar nieuwe film 'The Trumpet Blows'.

John B. Nathan, die de eerste twee weken in een ziekenhuis in New York moest doorbrengen, is thans geheel van zijn ziekte hersteld en op weg naar zijn nieuwe post.

Het concours 1934, waarvan U in dit nummer een Engelsche beschrijving zult aantreffen, zal ter plaatse voor U worden vertaald. Wii voegen hieraan toe, dat de Heer Hicks vertrouwt dat het resultaat van dit concours de eindcijfers van alle vorige jaar-con-coursen ver achter zich zal laten.

Is het gezegde van Mae West 'Come up and see me some time' even popufair in Holland als in Amerika?

Ons studio is nu al bezig aan een groot aantal films, welke gedurende het speelseizoen 1934/5 in distributie gebracht zullen worden. Alles wijst er op, dat in die films een macht materiaal van groote amusementswaarde verwerkt is en dat zij ons product zullen bestempelen als het beste van dit jaar.

Wij verzoeken U nog eens de lijst in te zien van al de veelbelovende jeugdige Paramount acteurs en actrices, welke wij in ons vorig nummer opgenomen hebben. Het wordt ons meer en meer duidelijk, dat het succes van Paramount grootendeels afhangt van de eventueele populariteit dier jonge spelers. Draag het Uwe er toe bij om hen populair te maken.

Elders in dit nummer bevestigen wij de benoeming van Charles deeling der Paramount International



ALSO IN ITALY

On another page we have a story dealing with the progress of exploitation in Italy. We supplement that information with the above scene of a colorful lobby in the Edison Theatre, Florence, the occasion for the display being the renowned "Sign of the

Just imagine what they'll be able to do in Italy when they get De Mille's next - "Cleopatra"!

LE PRINCIPALI NOTIZIE PARAMOUNT DEL MESE

Mr. Hicks si trova attualmente a Parigi, dove ha effettuato parecchie innovazioni importanti nell 'organizzazione. I dettagli essenziali di tali innovazioni sono riprodotti in altra parte di questa pubblicazione.

T. X. Jones, gia' appartenente al Dipartimento Amministrativo di New York e' ora in Parigi, incaricato della contabilita' di tutte le attivita' continentali della Paramount.

Questa pubblicazione della Paramount International News e' quasi completamente dedicata alla nuova produzione con Marlene Dietrich, The Scarlet Empress'

Annunziamo, fra l'altro in una pagina, un concorso internazionale che dovrebbe avere il risultato di far si che il film della Dietrich risultasse quello di maggior successo da parecchi anni. I dettagli di questo concorso saranno dati tradetti in italiano.

In un' altra parte descriviamo Cecil B. De Mille nel suo ufficio di Hollywood circondato da tutto il materiale pubblicitario per "The Sign of the Cross", di ogni parte del globo. Lo vediate o no, poco importa, ma c'e' fra esso anche il materiale di vostra contribuzione. E noi siamo andati oltre fino al punto de garentire a Mr. De Mille che voi compirete un lavoro ancora piu' sensazionale per "Cleopatra". E potete fin da ora iniziare i vostri piani per aiutarci a mantenere la nostra promessa.

E' con dolore che compiamo il triste incarico di anunziare la morte, avvenuta il 17 Febbraio, di Sigmund Weltner, padre di George Weltner, Assistente Amministratore della Paramount International Corporation.

'Bolero" ha ottenuto un fulmineo a New York. I critici hanno lodato la danza di George Raft e nel tempo stesso hanno tributato ammirazione sincera al lavoro di Frances Drake, nella sua prima apparizione con la Paramount-American Picture.

(Continued on Page 8)

Heer Gartner door zijn vele jaren trouwen dienst, ruim heeft verdiend.

Jerome Sussman, onlangs benoemd tot algemeen directeur der Paramount kantoren in Midden-Amerika en der kantoren in de noordelijke Republie-Gartner tot Chef der Publiciteits Afdeeling der Paramount International Corporation, een promotie, die de Cristobal, Kanaal-Zone.

(Continued on Page 8)

JOHN B. NATHAN IS MANAGING DIRECTOR OF PARAMOUNT'S ARGENTINE ORGANIZATION



JOHN B. NATHAN

From Paris where he is directing several citally important changes in Paramount's international organization, John W. Hicks, Jr. announces the appointment of John B. Nathan to the post of managing director of Paramount's division of Argentina, Uruguay and Paragnay.

This important step forward for Nathan comes as a culmination of his notable service in Paramount's behalf in Cuba, Central America and the northern republics of South America. He has also seen comprehensive service in Brazil and is no stranger to Argentina, having been there for

several months in 1932 and 1933.

John's legion of friends join with us in wishing him the highest degree of success in his new appointment.

CHUNKS OF PEP FROM A VIMFUL VIKING

Carl P. York, speaking for his Vikings of Sweden, Norway, Denmark and Finland in a letter to Mr. Hicks recently in connection with the 1934 Contest, said:

"I have advised our four branch nanagers of the minimum business hat may be expected from them, and heir replies indicate that they intend o deliver at least one hundred percent of their quota. The product as you have outlined it to us looks extremely fine and everything will be done to get every bit of revenue from every picure released. The month of January was better than the same month last year, and after the Convention we held here two weeks ago, when our sales campaign was organized, every fort is being made to put Scandina-

via right at the top where it belongs.
"The Vikings are in the Victory Drive to win and we are fully confilent that for us it is going to be a REAL VICTORY drive."

AL KAUFMAN IN CUBA

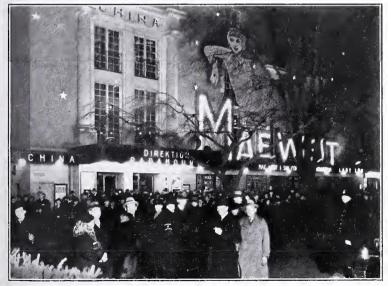
When he got back to Hollywood after a visit to Cuba, Al Kaufman, executive assistant to Emanuel Cohen stated that his most vivid recollection of Hayana was his most vivid recollection of Havana was an exploitation parade in the main street in behalf of Paramount's De Mille production, "This Day and Age." As you will recall, the De Mille special was based on the situation of a bunch of youths taking the reins of government in their hands for a while.

KENNEBECK'S SUCCINCT DRIVE CABLE

Just as soon as John E. Kennebeck, Managing Director of Australia's Blue Ribbon Bunch, knew that there was to be a Victory Drive - and even before the announcement of our own lrive - he cabled Mr. Hicks in the

following brief but punchful fashion:
ALL HERE CONCENTRATING
ON WORLD WIDE VICTORY ON W

It is of such a spirit that our Paramount International greatness was born.



THOSE VIMFUL VIKINGS, of whom we speak above, have no half measures where their enthusiasm is concerned. Note, for instance, their exuberance in making Mae West in "I'm No Angel" known to the Stockholmites, when the curvacious lady's newest picture was playing at Paramount's China Theatre recently. Note first of all the tremendous figure of Mae, and then the gigantic spelling of her name.

NOTICIARIO PARAMOUNT DO MES FINDO

Mr. Hicks acha-se presentemente em Paris, a serviço da companhia, onde ele tem posto em pratica varias modificações nos diversos departamento, como detalhadamente o mencionamos em outra parte deste numero.

-Mr. T. X. Iones, do nosso departamento de contabilidade, está agora localizado em Paris, encarregado ali da contabilidade geral do continente.

-Em outra secção deste numero publicamos um cliché de Mr. Cecil B. de Mille no seu gabinete cercado por um grande numero de cartazes em

(Continued on Page 8)



SPECTACULAR MEXICAN ADVERTISING

ADVERTISING

During January the famous Mexican daily newspaper, "El Universal" issued a special motion picture number. All of the important makers and distributors of films located in Mexico City took a large amount of space for the announcement of their 1934 films, and reproduced above is the spectacular announcement of Paramount, prepared under the supervision of Manager Vicente Saiso Piquer. It is a full page advertisement, and was faced by another full page of splendid Paramount publicity concerning our Company's plans and pictures.

PERSONAL JOTTINGS

William Pine, formerly in charge of Hollywood studio exploitation, is now in charge of Paramount's head office exploitation force, dividing his time between New York and Los Angeles. He thus occupies the post formerly held by John C. Flinn, who has a temporary release from Paramount in order to serve in an NRA post at the express request of President Roosevelt.

Donovan Pedelty, who is the Production Department's story and talent scout in England, is, with Mrs. Pedelty, telling the world about the recent advent of young Michael John

Alec Moss, who has had wide experience in motion picture exploitation and publicity in the United States, has joined the staff in New York of Robert Gillham, director of Paramount advertising and publicity.

Charles Ballance, our general manager in India, utilizes his advertising space in the Calcutta papers not only for announcing the current attractions, but also for 'applying the needle' in connection with coming films. mighty fine idea!

For your general information, the name of the English player, Harry Wilcoxon, who will be Marc Antony in Cecil B. De Mille's production of "Cleopatra," has been changed to Henry Wilcoxon. This is final.

Charles Ballance secured a fine Alice in Wonderland" break in 'The Times of India' with the publication of a story on the picture occupying almost one entire page of this important Indian newspaper.

Another fine sample of exploitation came from Argentina in the shape of a complete publicity campaign book on Marlene Dietrich's "Song of Songs." Publicity Director Guilermo Fox was responsible for this fine work.

The three International winners in the "Search For Beauty" Contest have been assigned roles in the W. C. Fields picture, "You're Telling Me." These winners are Gwenllian Gill, Colin Tapley and Eldred Tidbury.

MEL! MEL! IT'S A SMALL WORLD AFTER ALL

his first day in Hollywood, Henry Wilcoxon, the British actor who was brought over by Cecil B. DeMille to play Marc Antony in "Cleopatra," was taken the rounds and introduced to all the people he should know on the Paramount lot.

After about twenty introductions, he remarked on the charming warmheartedness of the people he had met.

Then he was told that his next introduction would be to Mel Shauer, one of the executives.
"Ah," said Wilcoxon, "I hope he,

too, proves to be a warm Shauer.

Pun the writer's word, he did!
(EDITOR'S NOTE: This story really happened, and we give it to yon, most of whom know Mel Shauer so well, exactly as it came to us from that fout of veracity, our Hollywood Publicity Department.)



TRIBUTE TO GARY

Emanuel Cohen, Vice President in charge of Paramount's Production Department was recently host to Mr. and Mrs. Gary Cooper at a dinner in his home. More than one hundred of Hollywood's celebrities attended, and another distinguished guest was Mr. Our lens-glimpse shows Zukor. Messrs Zukor and Cohen helping Gary cut the cake, while Mrs. Cooper looks on. Our report doesn't state whether or not she baked the cake.

CHARLES L. GARTNER IS PARA-MOUNT'S FOREIGN PUBLICITY MANAGER



popular February appointment by Mr. Hicks was the elevation of Charles L. Gartner to the post of Publicity Manager of Paramount International Corporation. Gartner.

who is very well known to all Legionnaires who have visited New York, has been with the foreign organization of Paramount for almost eighteen years, during which time he has rendered valiant service in the dissemination of Paramount publicity throughout the world.

FRANK LA GRANDE TO PARIS ON BUSINESS

Frank La Grande, in charge of Paramount's splendid laboratory in Long Island City, New York, is in Paris in connection with the reorganization of the laboratory connected with Paramount's Joinville Studio. Frank is no stranger to this laboratory, as he spent several weeks there in 1932 and is well and popularly known to the staff.

LES PRINCIPALES NOU-**VELLES PARAMOUNT** DU MOIS

M. Hicks est actuellement à Paris, où il a apporté plusieurs changements importants dans l'organisation. On trouvera les détails essentiels de ces changements autre part dans ce nu-

méro. M. T. X. Jones, antérieurement au département de la comptabilité à New-York, est maintenant à Paris où il a charge de tout le contrôle de la comptabilité Paramount sur le Continent.

Dans son bureau, à Hollywood, M. Cecil B. De Mille est entouré de matériel d'exploitation de "The Sign of The Cross" provenant de presque chaque partie du monde. Que vous le sachiez ou non, voilà du matériel que vous avez aidé à produire. Nous nous sommes aventurés assez pour assurer M. De Mille que la campagne que nous lancerons pour "Cleopatra" sera même encore plus sensationnelle. Vous pourriez commencer dès maintenant à élaborer vos projets pour nous aider à tenir notre promesse.

C'est pour nous un pénible devoir de vous informer de la mort, le 17 février dernier, de M. Sigmund Weltner, père de George Weltner, direc-teur-adjoint de Paramount International Corporation.

"Bolero" a rencontré un succès immédiat à New-York. Les critiques ont loué la danse de George Raft, et en même temps ils ont rendu un hommage sincère au travail de Frances Drake dans son premier film Paramount-Américain. On nous informe de Hollywood que cette charmante personne est même plus brillante et sensation-nelle dans "The Trumpet Blows".

M. John B. Nathan, qui a passé les deux première semaines de février à l'hôpital à New-York, est maintenant entierement remis et est parti pour

remplir un nouveau rôle.

Les conditions du concours de 1934, entièrement expliquées en anglais dans ce numéro, vous seront remises en français par la direction locale. Nous tenons aussi à vous aviser que M. Hicks attend avec confiance que la Légion Internationale se surpasse dans le concours de 1934.

Dans votre territoire, Mae West reçoit-elle beaucoup de visites en réponse à son invitation: "Come up and see me sometime"?

De nombreux films sont mis sur le chantier actuellement aux Studios de Hollywood pour être lancés pendant la saison 1934-35. Un examen de ceux-ci indique que ces nouveaux films possèdent certainement les plus excellentes qualités de divertissement, et c'est notre sincère conviction qu'ils formeront le meilleur programme annuel de Paramount exécuté jusqu'à présent.

Nous vous demanderons de passer de nouveau en revue la liste des nouveaux artistes Paramount publiée dans le numéro du mois dernier, et qui donnent des promesses d'avenir et de succès. A mesure que le temps passe, nous avons de plus en plus confiance dans le grand avenir de ces jeunes, et nous savons parfaitement bien que leur succés sera aussi le succès de Paramount.

Quand your lisez cette liste, prenez la resolution d'aider à la popularité de ces nouvelles étoiles.

(Continued in column 4, this page)

MANADENS VIKTIGASTE **PARAMOUNTSNYHETER**

Mr. Hicks vistas för tillfället i Paris, dår han har satt i verket flera stora förändringar inom organisationen.

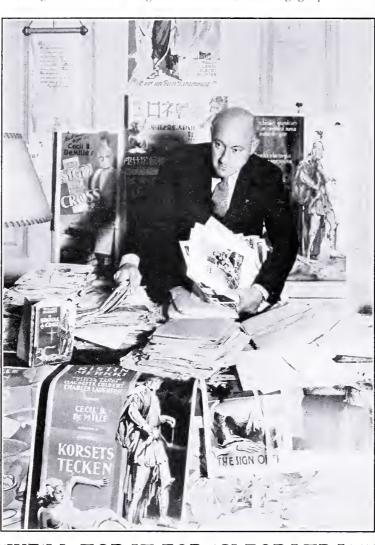
T. K. Jones, före detta anställd i New Yorkkontorets räkenskapsdepartement, är också i Paris som chef för Paramounts huvudkontor.

På en annan sida ha vi satt in Cecil B. De Mille i hans kontor i Hollywood, omgiven av annonseringsmate-

tänkligt material om "I Korsets Tecken." Om ni återfinner det eller ej, så är det material, som ni alla varit behjälpliga med att bidraga till. ha gått så långt som att försäkra Mr. De Mille att vi komma att göra en om möjligt ändå större annonsering för "Kleopatra." Det är bäst att ni bőrja nu med detsamına att utlägga edra annonseringsplaner, så att ni alla hinna hjälpa oss att hålla vårt löfte.

Det är vår sorgliga plikt att till-

rial från alla olika land - allt upp-



"WE'LL TOP IT FOR 'CLEOPATRA' "!

Here's an historical scene that you - and you! - and YOU! helped to write: It depicts Director Cecil B. De Mille surrounded by a veritable avalanche of international publicity and exploitation material created on behalf of "The Sign of the Cross." Perhaps you'll be able to identify some of your own there, but even if you don't see it in the picture you can be sure that it's there because everything that came in to the Paramount Building in New York was, after complete inspection here, sent out to Hollywood to be viewed by everybody who had any share whatsoever in the making of the picture.

That was one campaign that wrote history. But, as has so often been our enviable record in the past, that campaign shall be but the stepping stone to greater ones. And one for the very near future will be on "Cleopatra." Here De Mille has chosen a story known to the entire world. A story whose picturization will permit of limitless exploitation. A story whose one-word title allows of its use in every language (as we did in the case of "Chang"), and a story whose telling on the screen will be accomplished with a wealth of color, glamor and spectacle.

Start visualizing your campaign right now. The picture is already in work, and those named to the cast as we go to press are Claudette Colbert (in the title role), Henry Wilcoxon as Marc Antony and Warren William as Julius Caesar.

kännagiva frånfället av Sigmun-Weltner, fader till George Weltner vicechefen för Paramounts Internatio nella Corporation.

"Bolero" gjorde ögonblicklig lyck vid sin premier i New York. Kritiker berömde George Raft som dansare men på samma gång prisade der Frances Drake, som gav en gediger framställning av sin roll i denna hen nes första amerikanska Paramountfilm Vi ha fått underrättelse från Holly wood om, att denna lilla dam är ändi mera strålande och sensationell "Trumpeten Ljuder."

John B. Nathan, som tillbringade de första två veckorna av februari pi ett sjukhus i New York, är nu full återställd och på väg att börja sin ny: verksamhet. Är 1934:s stora pristäv lan, fullt förklarad på engelska i detta nummer, kommer att översättas fö eder alla i var och ens land och stac för allas eder personliga upplysning I denna sak väntar Mr. Hicks i al hemlighet, att vår Internationella Förening skall överglänsa allt den hi tills gjort genom de resultat vi vänt: från denna år 1934:s pristävlan.

Hur effektivt säger Mae West "Come up and see me some time" edert territorium?

Ett flertal filmer äro just nu färdiga att inspelas i vår Hollywood atelje för säsongen 1934-35. En överblick över detta nya material visar, at dessa kommande filmer äro rika på de allra största möjligheter för gediger underhållning, och vi äro överbevisade om, att de, var och en av dem, kommer att göra sitt till, att detta år: program kommer att bli det bästa Paramount någonsin framvisat.

Vill ni igen vänligen granska listar på Paramounts nya kanske blivande stjärnor, vars namn förekomma i vårt föregående månadshäfte. Dag för dag vi få mer och mer förtroende i dessa ungdomars framtid, och vi äro fullt och fast överbevisade om, att deras succes också är Paramounts. När n granska denna lista, gör upp med eder själv att ni skola göra eder del att hjälpa dessa nya stjärnor framåt.

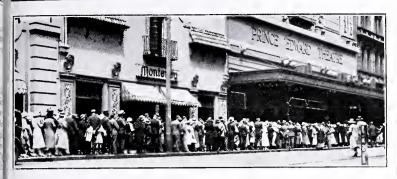
På en annan sida i detta nummet bekräfta vi uppgiften att Mr. Charles L. Gartner har blivit utnämnd til annonseringschef för Paramounts In ternationella Corporation. Mr. Gartner har många år varit anställd hos Paramount och om någon förtjänar att få en högre befattning, så är det han

Jerome Sussman, som blivit utnämnd till högsta chefen för Paramounts alla kontor i Centralamerika och de nordliga republikerna i Sydamerika, lämnade för sin nya post den tredje februari. Hans huvudkontor är i Cristobal, vid Panamakanalen.

(Continued from column 1, this page)

Nous confirmons dans ce même numéro la nomination de M. Charles L Gartner, au poste de directeur de la publicité de la Paramount International Corporation. M. Gartner s'est distingué par de longs et loyaux services à Paramount et mérite entièrement cet avancement.

M. Jérôme Sussman, qui vient d'être nommé directeur général des terri-toires Paramount dans l'Amérique Centrale et les republiques du nord de l'Amérique du Sud, est parti pour rejoindre son nouveau à Cristobal, dans Il aura son bureau a Cristobal, dans la Zône du Canal de Panama.



INE 'EM UP. This picture goes perfectly with the accompanying story rom Australia relating to the amazing season Paramount is having at he Prince Edward Theatre in Sydney. It goes so well because this is ne of the actual scenes our Australian correspondent describes, and in sown peculiar way bears out the truth of the Chinese proverb that One picture equals ten thousand words."

BLUE RIBBON NEWS

The Special Bookers' Drive in Deember directed by General Sales Aanager William Hurworth amongst ne bookers of the Blue Ribbon Bunch vas an unqualified success.

The contest aimed at a greater perentage of bookings for that month ver the ace month of September.

As December in Australia is a slack eason in the show business, and Sepember, with Paramount Week, is the est month of the year, the bookers were given a stiff task. However, the all was made and the boys responded plendidly with the result that three of the seven branches returned more han 100 percent of September business.

George Hayes of Launceston romped ome an easy winner with a percenage of 133.93 of September business, ack Edwards, of Brisbane, with 08.96 per cent was second, and Bob lenderson of Adelaide, with 101.44 er cent, finished third.

Breaking every house record for the last four years, Paramount's big holilay double-header comprising "The long of Songs" and "Too Much Harmony" has a most sensational opening at the Sydney Prince Edward Theatre in Saturday, December 30.

On New Year's Day extra police were called to control long queues with more long-standing house records being knocked higher than a kite.

A conservative estimate by the management revealed that more than 5,000 cash customers were turned away during the two days.

The business remained at the S.R.O. standard for the remainder of the week, with the result that several records, including the week's opening and individual days figures, which had stood for over four years were shattered. Previous best business was recorded in the pre-depression high price period with Chevalier's box-office shocker "The Love Parade".

The management has issued staff orders not to take telephone bookings for the next two weeks and the boxplan is besieged with an all-day continuous queue. Good seats are at a premium for weeks to come, and General Manager Mel. G. Lawton, a former Paramounteer, claims that the season will be a long one.

Under the chairmanship of John E. Kennebeck, a Publicity and Advertising Council has been formed in Sydney, Head office. Members of the Council include, Reg. Kelly (Publicity Manager), Hermann E. Flynn (Advertising Manager), Bob White (Exploitation Manager), Len Jones (Advertising Monager), Len J



This is the new and enlarged house organ of Australia's Blue Ribbon Bunch. Its cover reflects an historic scene pictured at the top of the page, and its enlarged size is symbolical of the new and greater efforts that the Division is putting forth under the leadership of its new managing director, John E. Kennebeck.

Sales Manager) and George Lawrence (Art Department).

The Council meets every Saturday with Mr. Kennebeck and General Sales Manager Hurworth for the discussion of the methods to be employed in the selling of Paramount Product to the trade and public.

to the trade and public.
District Manager Claude Henderson of Melbourne made a successful business trip to Tasmania, in January where he finalized some good deals for Paramount's 1934 Product.

After several months in India, J. A. Groves, General Manager of Paramount's Far Eastern Department, has returned to his headquarters in Singapore to concentrate on 1934 contracts.

PRAISES PARAMOUNT EXPLOITATION

Motion Picture Herald, chief of the American film trade papers giving editorial space to exploitation activities in the United States and abroad, has virtually decreed Paramount the leader of forceful exploitation on an international scale. Writing under date of January 22nd last. A-Mike Vogel, editor of the exploitation section of the weekly publication says:

"If foreign exploitation is making any great forward strides, you Paramount folks no doubt have quite a bit to do with it "CLEOPATRA-ISMS"

NUMBER ONE

Cecil B. DeMille's microscopically-intensive research has at last discovered for posterity the reason why Cleopatra deserted Marc Antony at the Battle of Actium. This riddle has baffled historians for centuries.

After almost a year of piecing together material secured from every part of the world, De Mille was able to conclusively reconstruct the actual happenings in this episode in the life of the famous Egyptian queen.

As this contribution to historical science will form the climax of his forthcoming production, De Mille is keeping this bit of information secret until the release of the picture.

(Another Cleopatra-ism Next Month)

TOM COCHRANE'S PART IN JAPAN'S HISTORY

A powerfully interesting letter has come in from Tom D. Cochrane, our Generalissimo for Japan, telling of the high honors conferred on Tom recently. When, early in January the Empress of Japan gave birth to a son, after having borne three daughters, Tom was one of the few 'foreigners' invited to the Palace to partake of birthday cake and tea. He met all of the high dignitaries of the Palace and was highly praised for his part in developing Japan's film industry.

Paramount is the only foreign film company in Japan sercening pictures for the Royal Family. This fact was recalled during Tom's visit. Another fact recalled, although he does not state whether it was told to the palace dignitaries, was that last July, shortly after it was announced that the Empress was expecting an heir, one of the pictures sercened, and liked very much, was Chevalier's "Bedtime Story." In Japan the picture was known as "Baby Slogning"

"Baby Sleeping."

There is an inference in Tom's letter. It is not very clearly defined. Perhaps you can tell what he is driving at.

mirring at:

"The 'Alice In Wonderland' stuff is very good.

"For your information we ran a page on foreign exploitation photos in our January 20th issue, in which Paramount was very well represented.

"Will try to spot the Italian 'Sigu of the Cross' street ballyhoo in an early issue."

The references in this letter are to London's street exploitation with the original costumes of "Alice in Wonderland," Spain's exploitation on "Bedtime Story" and "Sign of the Cross," which constituted the items included in the page of the issue of the 20th; and the Italian stunt referred to specifically.

You will therefore see why we are so anxious to get as much exploitation evidence as possible. We manage to secure as much space in Motion Picture Herald as is humanly possible, and in addition the material received by us is circulated throughout Home Office and the Studio.



ITALY. Continued evidence forceful exploitation continues to We recentcome to us from Italy. ly received splendid samples of exploitation in the shape of special box adorned with photos of Paramount stars and designed for the sale of silk stockings. Tens of thousands of these boxes were displayed in store windows throughout Italy and created a great deal of worth while attention. Theatre lobbies continue to do their share, and we reproduce above the lobby of a theatre in Sarana, decorated for "The King of the Jungle."

MAE WEST IS NO ANGEL — NOT EVEN IN INDIA



How mightily Mac West is proving to be a dominating film figure throughout the world. One country after another topples before the spell of her magnetism. In this particular instance it is India, and the extent of her success can be gauged from the following execrpt from General Manager Charles Ballance's letter:

"One of the most heartening events of months has been the success, locally, of 'I'm No Augel.' Realizing how much depended upon getting Miss West over in this territory, this film was given the biggest exploitation of any film released by us during the year. Aside from getting the film over we have, day after day, deluged our out of town exhibitors with publicity. How good all of this was in the cause of Paramount and Mae West is proven by the figures." (NOTE: Figures may be inspected at the Crossroads of the World in New York, and they are mighty fine. Ed.)

Here is one of the advertising blasts in the campaign. A truly smashing advertisement in Calcutta's foremost newspaper, this aunouncement literally created a sen-

sation.



WEST W A XMAE IN

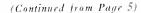
Last month our page two gave some graphic accounts of one of the greatest exploitation stunts in the history of Paramount International

Corporation — the placing of a wax figure of Mae West in Madame Tussaud's famous waxworks in London. This work was the achievement of John Armstrong, director of advertising and publicity of our British Theatres.

In the meantime we have received pictures of the event and take pleasure in reproducing a couple of them here. The top scene shows John Tilley, celebrated English comedian, reading the 'dedicatory' scross, which was broadcast

throughout Europe and relayed to America for re-broadcast here. In the centre of the picture is the wax figure of Miss West. At the right anno prossimo uno dei migliori per is Janet Joye, who impersonated Miss West in the broadcast.

The smaller scene shows the figure of Miss West in the wax company of Queen Elizabeth and King Henry the Eighth, with the fleshand-blood figure of John Tussaud, who was responsible for all of the wax figures.



quasi todas as linguas do mundo, to-dos sobre o filme "O Sinal da Cruz". Ainda que nesse agrupamento os cartazes portugueses não appareçam em primeiro plano, concorreram eles para a bonita colecção oferecida ao supremo director do filme. Mr. De Mille espera que a nossa publicidade de "Cleopatra" seja ainda maior, e desde já podemos inicial-a, pois a fita já está terminada e muito breve seguirá para os territorios de distribuição.

É com profunda tristeza que anunciamos a morte de Mr. Sigmund Weltner, pae de Mr. George Weltner, assistente de maganer da Paramount International Corporation. O passamento do saudoso extincto verificou-se a 17 de fevereiro ultimo.

-Um dos filme mais bem recebidos pela critica é "Bolero", com George Raft como protagonista e Frances Drake na sua primeira interpretação para a Paramount. Segundo noticias de Hollywood, sabemos que a pren-dada actriz de "Bolero" ainda mais se distingue em "The Trumpet Blows", outra bonita novidade da Paramount.

-Mr. John B .Nathan, que esteve no hospital no começo de fevereiro afim de se submetter a uma ligeira operação cirurgica, já está bom e pronto para seguir para o seu novo departamento.

-Publicamos em outra parte o plano do nosso concurso internacional para 1934. Como esse plano esteja

em inglês, torna-se conveniente a sua traducção nos paises estrangeiros, afim de que todos se inteirem desse importante assunto. Confidencialmente sabemos que Mr. Hicks espera que a nossa Legião Internacional jamais durma sobre os louros do passado, mas que sempre procure vencer os grandes triunfos, já realizados

-Que tal o sucesso dos filmes de Mae West nos seus territorios? peramos que a famosa loura tenha lá tantos admiradores quantos tem por

-Muitos novos filmes estão a receber os ultimos retoques, no estudio, para serem lauçados no nosso programa de 1934-1935. Um ligeiro estudo do assunto e interpretação desses filmes prova que os mesmo constituem diversão de primeira e que por isso farão da nova temporada uma das mais proveitosas para a Paramount e seus exibidores.

-Mais uma vez solicitamos a vossa atenção para os jovens artistas cujos nomes passámos em revista no numero passado. E como de dia para dia mais cresce a nossa fé no futuro desses jovens, não temos a menor duvida de que as novas producções da nossa marca, nas quais eles trabalham, hão de provar pelo completo exito que estavamos com a razão. E por isso, mais uma vez rogamos para eles o vosso indispensavel apoio na propaganda dos seus filmes.

-Confirma-se numa local inserta neste numero a promoção de Mr. Charles L. Gartner para o posto de

gerente de publicidade da Paramount | Nueva York durante las dos primera Internacional Corporation. Mr. Gartner é um trabalhador leal e esforçado, merecedor portanto da promoção a que nos referimos.

-Mr. Jerome Sussman, recentemente nomeado para gerente geral na America Central, ja seguiu para a sua matriz, na cidade de Cristobal, na Zona do Canal.

(Continued from Page 4)

Ci giunge notizia da Hollywood che questa piccola damina e' ancora piu' ensazionale nel lavoro "The Trumpet

John B. Nathan, che ha passato le prime due settimane di Febbrai) in un ospedale di New York, ha ora completato la sua convalescenza e sta per assumere la sua nuova carica.

II Concorso del 1934, descritto interamente in inglese in questa pubblicazione, sara' tradotto in italian per vostra informazione completa. Anche per vostra conoscenza e' bene dire che Mr. Hicks ha confidenza completa nella nostra Legione Internazionale e si attende per tale Concorso un risultato ancora superiore a quello del

Ebbene come va Mae West quando invita: "Venite a vedermi qualche volta" nel vostro territorio? Certamente assai bene, crediamo.

Molti lavori sono in preparazione nei nostri studi di Hollywood per essere rilasciati nella stagione 1934-35 Un esaine accurato dimostra che questi nuovi films sono senza alcun dubbio ricchi del inaggiore interesse e delle piu' eccellenti quantita' e siamo certi che essi contribuiranno a fare di tale programmi rilasciati dalla Paramount.

Vi chiediamo ancora di mettere bene iu mostra la lista dei nuovi artisti della Paramount, sieure promesse del futuro, che noi abbiamo pubblicato nello scorso numero di questa pubblicazione. Man mano che il tempo passa noi abbiam sempre maggiore fiducia nell'opera di questi giovani e comprendiamo perfettamente bene come il loro successo significhi il successo della Paramount.

Quando riesaminerete la lista, decidetevi a far di tutto il vostro meglio per popolarizzare queste nuove stelle e questi nuovi astri.

In altra parte di questa pubblicazione diamo la conferma della nomina di Charles L. Gartner al posto di Amministratore della Pubblicita' della Paramount International Corporation. Mr. Gartner ha al suo attivo un lungo e leale servizio con la Paramount e merita ampiamente tale promozione.

Jerome Sussman, che e' stato di recente nominato Amministratore Generale dei territori Paramount nel Centro America e Repubbliche settentrionali del Sud America, e' partito per raggiungere il suo posto il 3 Febbraio.

I suoi uffici saranno a Cristobal, Canal Zone.

(Continued from Page 4)

lidad de bailarin de George Raft, sin descuidarse de elogiar la labor de Frances Drake en su primera interpretación norteamericana para Paramount. Nos escriben de Hollywood que la g ntil actriz aparece aun más seductora en el papel que desempeña en "Suena el clarin" Trumpet Blows"

-El señor John B. Nathan, que tuvo que permanecer en un hospital de

semanas de febrero, se halla ya com pletamente restablecido de sus que brantos de salud y ha salido a toma posesión de su nuevo puesto.

-De las bases generales para Concurso de 1934, publicadas en inglé en este número, podrá usted enterars por la traducción que hará de ella la oficina de su localidad. Nos limita mos, por tanto, a decir aquí que señor Hicks abriga la seguridad d que la Legión Internacional ha de al canzar en el Concurso de 1934 resul tados que superen a todos los de añoanteriores.

-¿Qué nuevas pruebas ha habido últimamente en su territorio de que Mae West es la actriz "nacida para

-En nuestros Estudios de Holly wood se trabaja activamente en l producción para la temporada 1934 1935. El más somero examen de la peliculas en curso de producción o qui han de quedar listas en breve, convence al menos entusiasta de que estapelículas poseen cuanto puede pedírsele a un espectáculo de calidad. Ex presamos sólo nuestra íntima convicción al declarar aquí que el programa Paramount de la temporada 1934-1935 será uno de los más brillantes.

—Invitamos a usted a que traiga de nuevo a su atención la lista de los jóvenes actores y actrices que señalamos en nuestro número anterior como futuras atracciones de la Paramount. Cada día nos convencemos más de que el triunfo de ellos será tambien el triunfo de la Paramount. Y no dudamos que usted pondrá cuanto esté de su parte para contribuír a él.

-Confirmanos en otro lugar de esta edición la noticia del nombramiento de don Charles L. Gartner para e puesto de Gerente de Publicidad de la Paramount International Corporation. Los leales, inteligentes y prolongados servicios prestados por el señor Gartner a la Paramount hacen muy merecido el ascenso.

-Don Jerome Sussman, nombrado recientemente para la Gerencia General de la Paramount en la América Central y en las Repúblicas de la parte Norte de la América del Sur, salió de Nueva York el 3 de febrero a fin de tomar posesión de su nuevo cargo. La residencia del Gerente General será en Cristóbal, en la Zona del Canal de Panamá.

(Continued from Page 4)

den Fortschritt der jungen Künstler an Ort und Stelle zu beobachten, und unser Glaube an diesen Nachwuchs hat sich inzwischen noch mehr gefestigt. Der Erfolg dieser jungen Küustler bedeutet gleichzeitig Erfolge für Paramount. Wenn Sie also demnächst die Liste nochmals hervorholen, dann vergessen Sie nicht, dass Sie viel dazu beitragen können um den einen oder den anderen Künstler populär zu ınachen.

Wir bestätigen in einem anderen Teil dieser Ausgabe Charles L. Gartner's Ernennung zum Reklame- und Propagandachef der Paramount International Corporation. Mr. Gartner sich diese Beförderung durch jahrelange intensive Arbeit und durch sein freundliches stets hilfsbereites Wesen redlich verdient und wir wünschen ihm weiter Erfolg.

Jerry Sussman, welcher unlängst zum Generalleiter für Paramount in Zentralamerika und angrenzendes Gebiet ernannt wurde, befindet sich auf dem Wege nach Cristobal, um dort

seinen Sitz aufzuschlagen.

Paramount nternational eurs =

Vol. I. No. 10

PRICE: Your Conception of Paramount's Good Will

SAYS LEAD CONTESTED OF ITALY

KENNEBECK PRAISES "CRADLE SONG"

In an editorial in Paramount Sales Punch, Australian house organ published in Sydney, Managing Director John Kennebeck says this of the powerful Dorothea Wieck picture:

"'Cradle Song' is one of the greatest dramatic masterpieces that Paramount or any other company has ever made. More than that — it is Box Office!....I am looking to 'Cradle Song' to give us some of the biggest figures in years. Sell it intelligently and in a big way. Here you have a tremendous piece of ammunition. One of the big guns for our Victory Drive. Get the most out of it!"

PUNCH CABLE FROM TOM COCHRANE

The Head Paramounteer of Ja-Tom D. Coehrane, arriving back in Tokyo from a business trip to China, promptly grabbed pen in hand and flashed out the following cable to Mr. Hicks:

ARRIVED TODAY EXPECT DI-VISION TO REACH QUOTA.

There are five words there that tell the world as emphaticaly as possible that there's fierce competition to be expected from Japan. And we don't have to tell you which five words we mean.

ANOTHER SMASHING EXPLOIT-ATION CAMPAIGN FROM BAR-CELONA'S COLISEUM

Three massive exploitation books have just been delivered to Home Office. They contain the publicity, advertising and exploitation campaign that was staged under Managing Director Messeri's direction in behalf of "Lady Lou" ("She Done Him Wrong"). To our way of thinking, this is about as complete a campaign as one could conceive, and it had so many original angles to it that we take this opportunity of passing along to the enthusiastic Matadors responsible the whole-hearted congratulations of all the Home Office executives who saw the campaign in New York before we shipped it out to the studio for inspection there by persons concerned, including Miss West herself.

STORK-ITEM:—Home Office is congratulating Mr. and Mrs. William Fass and Mr. and Mrs. Al Stefanic. Both fathers lating Mr. and Mrs. William Fass and Mr. and Mrs. Al Stefanic. Both fathers in Traffic Department. Both arrivals girls. Both arrival dates April 3rd.



JOHN W. HICKS, Jr.

Returning to Home Office, New York, by the "Olympic" which arrived March 28th, Mr. John W. Hicks, Ir., Vice President of Paramount International Corporation had for presentation to Mr. Adolph Zukor a report of the most optimistic nature. He had spent several weeks in Paris, making a few vitally important organization changes which are reported elsewhere, had gone on to Berlin for a first-hand observation of Germany,

then back to Paris, on to London and thus back to New

York City after an absence of exactly eight weeks.

TOM D. COCHRANE WRITES A PEP LETTER IN TYPICAL PUNCH-POWERFUL 'COCHRANESE'

While he was in Manila last month on a visit of inspection of his new territory, Tom D. Cochrane, managing director of Paramount in the Orient, wrote a letter to his four first lieutenants. It was addressed to Messrs J. E. Perkins in Shanghai, J. W. Piper in Tokyo, F. C. Henry in Manila and B. A. Proulx in Hong Kong. We give you herewith, with plenty of pride, a few choice excerpts from that classic epistle a copy of which was sent to Mr. Hicks in New York, and the recipients of which were instructed to also send copies of their replies to Mr. Hicks.

Gentlemen:

Gentlemen:

My purpose in going to New York and Hollywood in October, November and December of last year, was to get first-hand information. All this I obtained from Mr. Adolph Zukor and Mr. John Hieks, Jr. in New York, and Emanuel Cohen in Hollywood.

I learned that we are now in a much better financial condition than in 1928, which was onr best year. More money will be put into production than herefore, and that alone will insure a better class of pictures. More attention will be given to the production of suitable pictures for the foreign market — new stars are being made — greater care in the selection of casts in being exercised — a committee of five selects casts, whereas only one man did that work before. In all, every improvement that can possibly be made will be made. That is a definite promise.

Mr. Zukor informed me that he is decomposition.

promise.

Mr. Zukor informed me that he is depending upon the Foreign Department to provide additional revenue, in order that the quality of our pictures will surpass the quality of any and all other American

JOHN B. NATHAN SAILS

John B. Nathan, newly appointed to the post of managing director of our division of Argentina, Uruguay and Paraguay, sailed from New York City on board the S.S. "Eastern Prince" on March 24th. He carried with him the most cordial good wishes for success from the entire Home Office organization.

companies. Mr. Hicks.
companies. Mr. Hicks has given his unconditional word to Mr. Zukor that the Foreign Department will not fail him. His assurance is based upon his knowledge of, and confidence in, the men in the foreign field. This meaus YOU, in connection with all the men throughout the world — it means ME, as Director of the Division, of which you are an important unit. I therefore call upon you to put forth added energy, and to impart this to your staffs — so that each one's work will stand out in attaining our goal. If you fail me, then I fail Mr. Hicks, and he fails Mr. Zukor.

It means hard work — harder than

he fails Mr. Zukor.

It means hard work — harder than ever before; it means that you must have the confidence in your product which New York and Hollywood assure you. They are not going to fail you, and I hope to God that you will not fail them. Our company has been through Hell, Fire and Brimstone, but it has come out on top, and you must help keep it there — it belongs there — it always did and it always must. I have as much faith in you as I hope you have in me, and I have pride enough in my system to promise New York that we will buckle down to hardack and raise enough hell to make our promises stick. I'm not looking for fancy words from anyone — I'm not going to speak them.

How about it? Are you willing to put

How about it? Are you willing to put yourself on record today and remember it tomorrow?

Send me your come-back to Tokyo, and send a carbon copy of it direct to Mr. Hicks in New York, in order that he may determine whether or not I am right in having full confidence in you men.

(sgd.) T. D. COCHRANE

Mr. Hicks landed in New York's bleakest March weather with a smile which was not difficult to understand. The smile was the outward indication of his knowledge that nothing on earth can stop Paramount's International Legionnaires from smashing over the greatest performance during 1934 of any year within our history. In Paris he had held convention with the Paramount leaders of every one of the Continental territories, and the assurances these men had given him, backed by concrete evidence of results already rolling in, proved unquestionably that this is a year that will make Paramounteers everywhere - both in America and abroad — realize the irresistible power of the Paramount International juggernaut car once it gets truly under way.

At this Paris meeting were Messrs. Fred Lange, Henri Klarsfeld, Gus Schaefer, M. J. Messeri, Americo Aboaf, Carl P. York and Charles Peereboom. They brought with them in every instance the sincerest pledges of their own Legionnaires that whatever was pledged in Paris was substantiated by them, too. Thus in one glorious Paris gathering Mr. Hicks was able to

(continued on Page 2)

Paramount international

Published on the first of every month preceding issue date from the Para-mount Building at the Crossroads of the World in New York City, U. S. A Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magniheent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry.

April 1, 1934 No. 10 Vol. 1

HET PARAMOUNT NIEUWS VAN DE MAAND

Deze editie verschijnt eenigen tijd later dan gewoonlijk, omdat wij gewacht hebben, op het verslag van de Europecsche inspectiereis van den Heer Hicks, die 27 Maart jl. in New York terugkwam. U vindt dit zeer lezenswaardige verslag elders in dit nummer afgedrukt en wij raden U ten zeerste aan het voornaamste er uit voor U te laten vertalen.

Wij vestigen tegelijkertijd Uw aandacht op de talrijke overplaatsingen en promoties eveneens in dit num-mer vermeld. De Paramount International Corporation marcheert voorwaarts!

Alvorens dit nummer U bereikt zullen wij U ongetwijfeld reeds telegrafisch in kennis gesteld hebben van het resultaat der première van 'The Scarlet Empress' (De Roode Keizerin). In onze volgende editie komen wij nader op dit meesterwerk terug.

In April zal Paramount een productie conferentie houden, waarop de nieuwe films voor het komende jaar besproken zullen worden. De bekendmaking red titels van althans een twintigtal dier nieuwe producties zah overal sensatie verwekken. De lijst der films, die in 1935 gedistribueerd zullen worden, is indrukwekkend.

Italie heeft wederom de leiding genomen. Moet dat zoo blijven. Nemen de andere divisies daar genoegen mee, of zullen zij zich eens extra inspannen, om Italie voorbij te stevenen? De veranderingen in het rang-lijstje zijn de volgende: de heer Messeri staat thans op de vierde plaats, hiertevoren bezet door den heer Graham, John Kennebeck, heeft de tiende plaats gestolen van den heer Dev en de heer Schaefer is met zijn Duitsche divisie twee plaatsen hooger geklommen en bevindt zich nu op de twaalfde plaats.

Wij hebben zoojuist een paar nieuwe films gezien, die ons uiterst geschikt lijken voor het buitenland. Ten eerste: 'The Trumpet Blows' met George Raft, Adolphe Menjou en Frances Drake in de hoofdrollen; tcn tweede "We're Not Dressing" een lustige operette, die ons sterk herinnert aan "Let's Go Native"

producties, die wij ooit gezien hebben. Het overtreft zelfs Taboe. Het zal U groote voldoening verschaffen deze rolprent te distribueeren. Voor nadere bijzonderheden omtrent Bali verwijzen wij U naar het U geregeld bercikende advertentie materiaal.

Bij terugkeer in New York was de

(Tervolg of bladzijde 8)

F. W. LANGE HEADS CONTINENTAL OPERATIONS. HENRI KLARSFELD DIRECTOR GENERAL OF S. A. F. de FILMS PARAMOUNT

ADDITIONAL TERRITORIAL SUPERVISION FOR TOM COCHRANE



FRED W. LANGE

Important announcements covering Paramount administration in Continental Europe have been made by Mr. John W. Hicks, Jr. Concerned in this realignment of duties are Fred W. Lange and Henri Klarsfeld.

Mr. Lange, whose duties for the past seven or eight years have been devoted to Paramount service as managing director of our Argentine organization, has been designated Administrateur Delegue of S.A.F. de Films Paramount, and in charge of Paramount's Continental Operations, with headquarters in Paris. In one of these capacities he replaces David Souhami, resigned.

Paramount service rendered by Division of Great Britain and Ire-

appointment as Director General of S.A.F. de Films Paramount, this promotion climaxing his fine administrative work as general sales manager of the French organization. This is indeed a popular appointment, for Mr. Klarsfeld has back of him in his new post the definitely assured loyalty of every member of the



French Division. He is a splendid fellow in the right spot: and we

join him with Mr. Lange in extending to them both the heartiest congratulations of the entire Paramount Legion.

COCHRANE IS Advanced Another pro-



motion by Mr. HENRIKLARSFELD Hicks immediately he returned is the advancement of Tom Cochrane to the post of Division Manager in Charge of the Orient. This gives our doughty Paramount veteran the territories of China and Philippines in addition to his beloved Japan, Korea and Manchuria. We do not underestimate the force of our words when we say that such a well merited a reward brings real joy to the heart of every Paramounteer.

MR. HICKS REPORTS

(continued from Page 1)

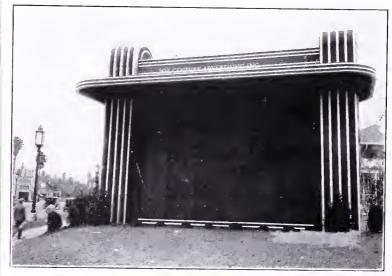
secure the unswerving loyalty of the Paramounteers of the entire Continent of Europe: and when he later went to London and met the Bulldoggers there (they had held Convention while Mr. Hicks was detained on the Continent), he was able to gather more pledges of un-The many years of splendid restrained effort on behalf of the Henri Klarsfeld find reward in his land; so that by the time he board-

ed the "Olympic" at Southampton, he had in his brief case—and more importantly in his heart—the combined goodwill of every Paramounteer across the Atlantic.

This goodwill was instanced in the case of Italy by a definite determination to hold the lead in this world-wide Victory Contest; whilst Spain, on the other hand, was just as determined to wrest leadership for themselves. In fact in every quarter there was abroad the spirit of a marvelous friendly rivalry between the divisions: and for the fuel needed to feed this competitive spirit Mr. Hicks was enabled to tell of such marvelous pictures forthcoming as "The Scarlet Empress," "Cleopatra," "The Trumpet Blows" and a number of others.

A particularly fine compliment was paid George Weltner by Mr. Hicks for the extremely able manner in which the Assistant Manager conducted the Home Office organization during his eight weeks of absence. This compliment included also Eugene Zukor, who worked side by side with George Weltner during many of the important developments which eventuated during his absence.

Mr. Hicks asks that through these columns there be extended his heartiest and sincerest thanks to those many Paramounteers whose kindness and examples of thoughtfulness during his trip made things so much easier for him.



AN IDEA YOU MIGHT WANT TO COPY

This is the world's first motion picture billboard. It is erected at the conjunction of two important boulevards in Hollywood, California, and for a certain number of hours each night it has projected upon its screen some scenes from forthcoming Paramount pictures. The sign has an enclosed depth of about twenty feet and the projector and sound equipment are within this enclosure. Should you be at all interested in duplicating this idea within your territory, you can secure all of the specifications by writing Home Office.

Standings!

ITALY STILL THE LEADER

We've gone up pretty high in many of our contests in the past, but now, thanks to the stratospherists, we can go still higher. That's why our Victory Drive is already hitting new heights.

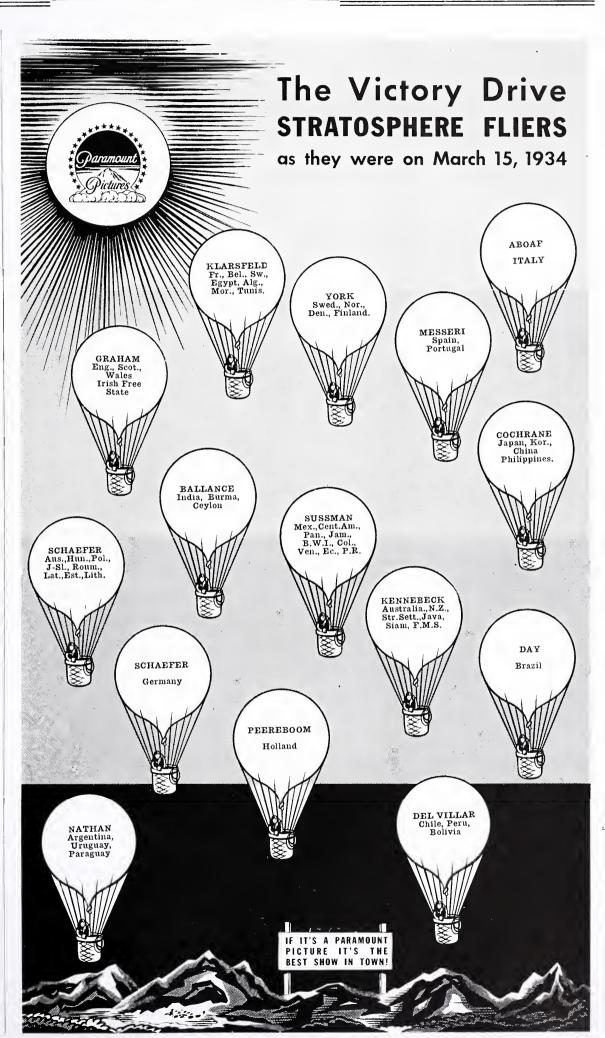
The Italians under Leader Aboaf are showing their skill at reaching the heights, carried out so well in their Alps and Apennines, by retaining the lead. But they'd better have a care: there's some vigorous tapping going on around their ankles. Henri Klarsfeld is leading the French Division at a merry pace, determined to vindicate his recent promotion. And now very far away is that vimfullest of all the Vimful Vikings, Carl York, still in his prized third position. It is so prized that he values only two positions more — second and first.

Messeri's Matadors, hearkening to the clarion call of their leader, have progressed manfully, stepping from seventh spot to fourth. Whee! Kennebeck and Day have swopped places over last month's spots, Kennebeck being the gainer. Schaefer's Division encompassing Germany only, as separate from Central Europe, is this month in twelfth spot, as compared with fourteenth last month.

The Paramount Sun is getting hotter and hotter, as the pictures get better and better. Just you watch for the Stratosphere placings next month!

THAT FAMOUS BULLDOG GRIP

One of the prime enthusiasms of Mr. Hicks following his return to Home Office is his glowing pride in the restrained but none the less devastating enthusiasm of every man jack (and every woman, of course) in the Bulldog Division. Under the inspired leadership of Mr. J. C. Graham, backed by the lieuten-ancies of Montague Goldman on behalf of sales, Earl St. John on behalf of theatres, and every other executive in behalf of his fighting force, the Division of England, Scotland, Wales, Ireland and the Irish Free State is forging ahead so magnificently that the laurels of every other division had better be looked to at once if they are to meet such terrific competition.



NOTICIARIO MENSUAL **PARAMOUNT**

-El haber retrasado en varios días la salida de este número se ha hecho para poder dar cabida al informe del señor Hicks, quien no regresó de su viaje de inspección por Europa hasta el 27 de marzo. No dudamos que cuando menos lo sustancial de tal informe, interesante todo él en grado sumo, se traducirá al castellano en obsequio de aquellos que no puedan enterarse del texto inglés impreso en otro lugar de esta edición.

-Recomendamos a la atención del lector las noticias relativas a varios cambios, ascensos y traslados que aparecen en este número. Demuestran ellas que la Paramount International Corporation continúa en su marcha

ascendente.

-Antes de que esta edición llegue a manos de nuestros lectores habrá difundido el cable las noticias relativas al estreno de "Capricho Imperial." ("The Scarlet Empress"), la nueva producción de Marlene Dietrich dirigida por Josef von Sternberg. No es dudable que esta película, tocante a la cual hablaremos con mayor detenimiento en el próximo número, será un triunfo completísimo. Así lo abonan la calidad de sus intérpretes, el interés de su argumento y la magnificencia de su presentación.

-A mediados de abril se reunirá en Nueva York la conferencia de producción en el curso de la cual se anunciarán los lineamientos de las programaciones de la nueva temporada. Según nuestras noticias, habrá veinte o más películas de excepcional importancia. Todo inclina a creer que las presentaciones 1933-1934 eclipsarán a cuanto hemos visto hasta ahora.

—: Italia se halla nuevamente a la cabeza! No dejará esto de contrariar un poco a quienes desearían ocupar tan honroso puesto; pero, al mismo tiempo, servirà de acicate a la emulación general. En cuanto a cambios de posición, tenemos al señor Messeri que reemplaza al señor Graham en el cuarto lugar; al señor John Kennebeck, que ocupa el décimo, correspondiente antes al señor Day; al señor Schaefer que ha llevado a la Legión alemana del décimocuarto al duodécimo puesto.

—Hemos visto recientemente dos películas que son en nuestro sentir excelentes para cualquier territorio. Es la una "Suena el clarín" ("The Trumpet Blows"), con George Raft. Adolphe Menjou y Frances Drake; la otra, "Sin ceremonia" ("We're Not Dressing"), divertidisima producción musical por el estilo de la muy aplaudida "Naufragos del amor" ("Let's

Go Native").

-A su regreso a Nueva York el señor Hicks tuvo especiales frases de felicitación y encomio para don George Weltner por la manera acertada como había atendido al manejo de la Oficina Central durante el tiempo que el señor Vicepresidente estuvo en Europa.

—Adelanta con gran actividad la filmación de "Cleopatra", la magnífica creación cinematográfica de Cecil B. de Mille. Podemos asegurar que esta película será uno de los acontecimientos de la temporada. De sernos dable conseguirlas a tiempo, publicaremos en esta misma edición fotografías de algunas escenas de tan grandiosa producción.

"Una sombra que pasa" ("Death Takes A Holiday"), ha triunfado en

(Continúa en la página 8)



AT GARY'S PARTY

In a recent issue we pictured scenes of Mr. Cohen's party to Gary Cooper. Here above are three of the famons celebrants that we will be seeing much of in future films: Carl Brisson, Ida Lupino and Lanny Ross. Ida has ceased being a blonde temporarily, and is here shown as a brunette. You will be seeing her in "The Search For Beanty," and "Come On Ma-rines." Carl's first picture is "Murrines." der at the Vanities," in which he plays the lead. Lanny Ross's first is "Melody in Spring."

LES NOUVELLES DU MOIS A PARAMOUNT

Ce nuréro est en retard de plusieurs jours parce que nous en avons retenu la publication afin de pouvoir y inclure le rapport de M. Hicks sur sa tournée en Europe. M. Hicks est rentré à New-York le 27 mars. Son rapport qui est l'un des plus intéressants que nous ayons eu à présenter, se trouve dans ce numéro, et l'on vous en traduira sans doute les principaux passages.

Nous attirons également votre attention sur le fait que de nombreux et importants changements, avancements et promotions sont annoncés dans ce numéro. Paramount International Corporation marche de l'avant.

Avant que notre publication vous parvienne, les cables télégraphiques vous auront apporté les nouvelles toutes chaudes de la première de "The Scarlet Empress", de Marlene Dietrich, production de Von Sternberg.

A la mi-avril se tiendra à New-York une conférence de la production pendant laquelle on annoncera la liste des films de la nouvelle saison. On nous informe confidentiellement qu'il aura une vingtaine, ou plus, de productions sensationnelles projetées. Déjà les grandes lignes de la production pour 1935 s'annoncent impressionnantes.

L'Italie est de nouveau en tête. Certainement cela ne doit pas plaire du tout à tous les autres! Quant aux changements, M. Messeri a remplacé M. Graham à la quatrième place, M. John Kennebeck a enlevé la dixième à M. Day, et M. Schaefer a amené sa division allemande de la quatorzième à la douzième place.

Nous venons de voir deux films qui, croyons, nous seront excellents pour tous les pays. Ce sont: "The Trumpet Blows" qui a parmi ses vedettes George Raft, Adolphe Menjou et Frances Drake; et "We're Not Dressing", une hillarante fantaisie musicale

(Suite en page 8)

FOR MAE BREEZES

Someone has sent us an interesting line, wherein Mae West, Paramount's Buxom-eer, is referred to as "The Streamline Venus."

GLI AVVENIMENTI DELLA PARAMOUNT DURANTE IL MESE

Questa pubblicazione e' in ritardo di qualche giorno, perche' e' stata trattenuta in attesa del rapporto del Signor Hicks, relativo alla sua ispezione in Europa.

Egli e' tornato a New York il 27 Marzo. Il suo rapporto, che e' il piu' interessante che ci sia mai stato fatto, pubblicato in questa edizione e senza dubbio i punti essenziali vi saranno tradotti.

Nel tempo stesso richiamiamo la vostra attenzione sul fatto che molti importanti cambiamenti, avanzamenti e promozioni sono annunziati in questo numero. La Paramount International Corporation continua velocemente la sua marcia in avanti.

Prima che questa pubblicazione vi sara' pervenuta il telegrafo vi avra' gia' dato l'annunzio dello splendido successo della prima visione del lavoro con Marlene Dietrich della pro-duzione di Von Sternberg, "The Scarlet Empress". Il prossimo mese avremo tante cose da dirvi relativamente a questa maestosa creazione filmistica.

A meta' d'Aprile sara' tenuta a New York una conferenza delle produzioni nella quale l'elenco delle novita' per la stagione sara' annunziato. Noi abbiamo delle informazioni riservate che ci permettono di poter dire che una ventina di sensazionali films saranno annunziati. Di gia' il successo del 1933 vien superato con una impressionante velocita'.

L'Italia e' di nuovo in testa! Questo puo' essere naturalmente di incitamento agli altri. In quanto ai cambiamenti. Mr. Messeri ha rimpiaz-zato Mr. Graham al quarto posto, John Kennebeck ha preso il decimo posto da Mr. Day e Mr. Schaefer ha preso la divisione di Germania dal quattordicesimo al dodicesimo.

Proprio in questi ultimi tempi abbiamo preso in considerazione un paio di films che crediamo addirittura meravigliose per tutti i paesi. Esse sono "The Trumpet Blows", con George Raft, Adolphe Menjou e Frances Drake, e "We're not Dressing", una produzione musicale che e' in un certo modo sulle linee di "Let's Go Native"

In occasione del suo ritorno a New York, Mr. Hicks ha reso un particolare tributo di considerazione a Mr. George Weltner per la sua abilissima amministrazione dell' Ufficio Centrale, durante il tempo che il Vice Presidente ha compiuto il suo viaggio di

verifica in Europa.

Il lavoro procede ad incredibile velocità' al nuovo lavoro "Cleopatra" di Cecil B. De Mille. Questo sara' senza dubbio una nuova grande sensazione della prossima produzione della Paramount. Se saremo fortunati, pubblicheremo qualche illustra-zione fra le notizie di stampa di questa pubblicazione.

"Death Takes a Holiday" incontra uno straordinario successo in America e siamo sicuri che sara' anche un suc-cesso mondiale. Tutti i competenti Tutti i competenti sono d'accordo nel dire che e' una delle piu' suggestive e di importanza mondiale che mai abbia fatto la Paramount. Noi speriamo di poter provare che il nostro Dipartimento di Produzione sa apprezzare questi magnifici lavori. E voi sapete quale forma di apprezzamento questo sara' da parte nostra. Un' altra film che avra' certo un successo mondiale e' "Bocerto un successo mondiale e' lero", con George Raft, Carole Lombard, Frances Drake e Sally Rand.





FINNISH ENTERPRISE

The Paramounteers who do such plendid work under the direction of Manager Harry Hammar of our Helsingfors office are ever alert in displaying Paramount enterprise. Here's a grand example in the form of a full page advertisement in one of the foremost newspapers of Finland in behalf of a programme of forthcoming Paramount pictures.

PARAMOUNTS MANADSNY. HETER

Detta nummer är flera dagar försenat i förväntan på Mr. Hicks' rapporter om hans Europeiska inspektionresa. Han återvände till New York den 27 mars. Hans upplysningar, som kanske aro de mest intressanta, som vi någonsin kunnat delgiva, återfinnas i detta nummer, och utan tvivel kommer det viktigaste att bli översatt för eder alla.

På samma gång be vi att få upplysa Eder om, att många viktiga omändringar och avanceringar äro tillkänna-givna i detta häfte. Paramounts "In-

ternational Corporation" går framåt. Innan detta nummer kommer Eder tillhanda ha Ni alla telegrafiskt hört den stora nyheten om premiären på Marlene Dietrichs nya von Sternbergsfilm, "Den Röda Kejsarinnan." I nästa nummer komma vi att ha en mängd nyhter att berätta om denna majestätiska skapelse.

I mitten av april blir det en stor bolagsstämma i New York, under vilken planerna för den nya säsongens produkter komma att bli tillkännagivna. Vi ha fått insides upplysningar om, att åtminstone ett dussintal uppseendeväckande filmnyheter komma att bli annonserade. Allaredan nu ser det ut som omår 1935 skulle

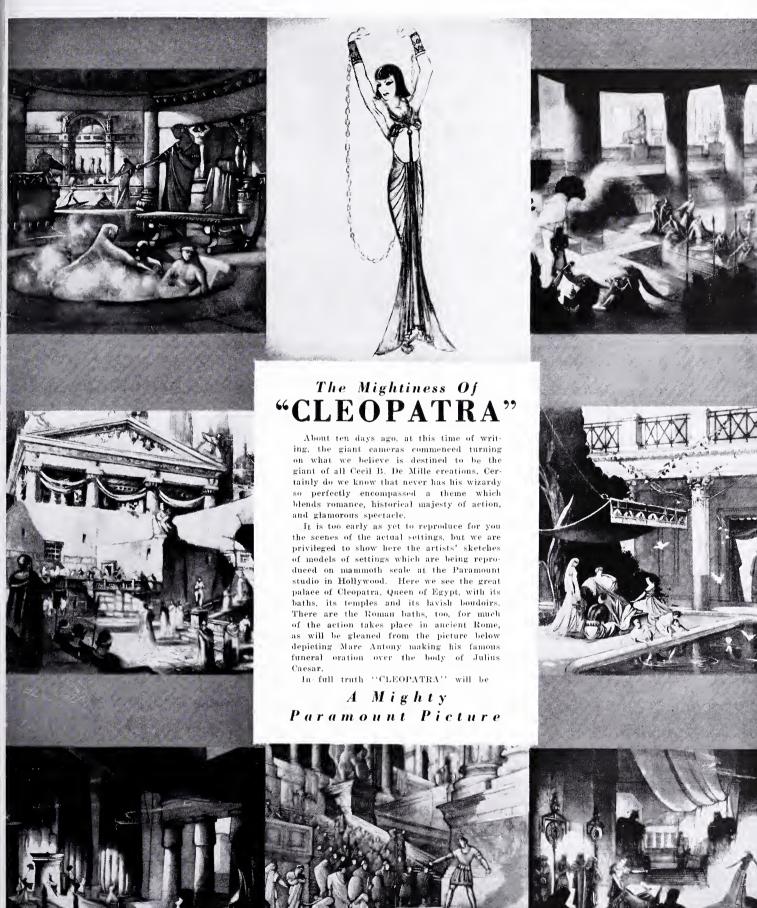
(forsättning på Sidan åtta)

ARDENT NEW ZEALAND STAMP COLLECTOR

One of the most natural hobby out-rowths of the business of world wide film distribution is the collecting of stamps. And apparently one of the most ardent philatelists is Despatch Manager A. Saunders, of our Wellington, New Zealand office.

We have received a form letter from him, and among other things he says: "If you are a collector yourself and would like a range of New Zealand stamps, I will be very pleased to send them to you, if you will let me know what you require."

The address of our Wellington office is Paramount Film Service (N. Z.) Limited, Cuba and Dixon Streets.



"CLEOPATRA-ISMS"

(No. 2) That famous "Friends, Romans, countrymen —" ditty which Marc Antony delivered over Caesar's body was no creation of Shakespeare's.

Ceeil B. DeMille has inst discovered an ancient Greek transcription of the oration which he is having translated into modern English and will use in its proper place in his next Paramount picture,

"Cleopatra."

The Greek document was undonbtedly the source from which Shakespeare drew the material which he translated into blank verse, for the Bard of Avon stuck elosely to the spirit and essence of the speech. That the speech was actually delivered is historirally vonched for.

(Another Cleopatra-ism Next Month)

MEXICAN POSTERS ON "CRADLE SONG" ARE REALLY FINE There's no doubt about the enthu-

siasm that so many of our territories are packing back of "Cradle Song."
One of the finest instances of this is shown by the intelligence reflected in the preparation of Mexico's posters on this picture. They are fine, striking, colorful and indicate a very alert imagination in their preparation. Our congratulations to those Paramount-

JOHN ARMSTRONG

John Armstrong, whose vigorous exploitation in behalf of Paramount's British Theatres in London and the United Kingdom has compelled a frequent recounting of his exploits, was honored by Motion Picture Herald, American trade paper weekly. His work on behalf of several Paramount pictures entitled him to receive Honorable Mention in the Round Table section devoted to exploitation. A certificate of honor has been forwarded him by the paper, and no doubt has been duly and honorably displayed, inasmuch as John is the first overseas theatre man to receive this or any other award from Motion Picture Herald. Congratulations!



YOU CAN REPRODUCE THIS DISPLAY LOCALLY

Paramount actually has plans for spangle-dusted. The frames for the more Stars of Tomorrow than the six young ladies shown on the opposite page. Above, for instance, is reproduction of a giant display which is to be found on the 12th Floor Reception Room in Home Office, New York City. This display stands eight feet high, and is a glittering piece of color and sparkle. The three concentric rings are of red, pink and yellow, sprinkled with spangle-dust. The fretwork curleycues are of gold, also Office for them.

shooting-star photos are bright blue, and the photos themselves are on mat paper and signed. The stars shown are (left) Ida Lupino and Joan Marsh. (perpendicular) Lanny Ross, Helen Mack, Frances Drake, Carl Brisson. (right) Elizabeth Young and Kitty Carlisle. If you want any details of measurements for making the display locally, be sure and ask Home

"BLUE RIBBON" NEWS

The Blue Ribbon Bunch have amassed forces again for another big offensive for better business. The campaign is known to us as the "Victory Year Drive". Fresh Quotas have been set for all Branches and every single member of the Sales Force is in the drive to the limit.

First figures to hand from Statistician A. W. L. Naylor gives Sydney a clear lead in Film Rentals, whilst Brisbant is leading in Ad Sales.

General Sales Manager, William Hurworth, is calling his boys into line for special clean-up sales of "The Sign of the Cross". Mr. Hurworth plans 100% distribution of this picture, and every Salesman has been given orders to place this Road Show in every unsold possibility.

Negotiations are in hand for the general release of "Alice in Wonderland". Reg. Kelly is getting a tremendous break in all newspapers.

"Telegraph", Melbourne "Star", and Perth "Westralian" have all given the picture full-page breaks. Boh White, handling exploitation, has been successful on a number of national tieups, and the promotion of a poster contest with the two big daily newspapers co-operating.

The Blue Ribbon Bunch publicity forces are combining on a special cam-paign for "Cradle Song". Local fan magazines and weeklies have been flooded with Wieck material for some weeks now, whilst Hermann Flynn is lining up a grand Ad. campaign.

Mr. John E. Kennebeck has returned from a quick business trip to New Zealand. He was away for two weeks, conferring with General Manager S. H. Craig at Wellington in the interests of the "Victory Year Drive".

Len Jones, in charge of Ad Sales, is proud of the showing made by his endous break in all newspapers. boys in the first weeks of the Blue Sydney "Sunday Sun", Brisbane Ribbon Bunch "Victory Year Drive".

CHILE!



The exploitation ingenuity of Benito del Villar is well known to us by now. His work on behalf of the Real Theatre, of Santiago, Chile, is genuinely fine, particularly his street floats, of which the above is one designed to exploit 'Song of Songs.' He has had many other equally fine ones for other pictures. Note how he takes advantage of the float to not only advertise his picture, but also the various delights of the theatre, including the fact that the projection at the Real Theatre is the finest in all South America. Good work. Benito!

NOTICIARIO MENSAL DA **PARAMOUNT**

Esta edição foi retardada propositadamente, afim de nela podermos inserir as impressões colhidas por Mr. Hicks durante a sua visita aos territorios europeus. Mr. Hicks chegou a 27 de Março, e uma sumula das suas observações, publicada em outra parte deste numero, encerra assunto de interesse para todos os senhores gerentes territoriais.

-Ao mesmo tempo chamamos a atenção de todos para as varias noticias de trocas de logares, augmentos e promoções, publicadas em outra pagina, o que prova que a Paramount International Corporation está em marcha.

-Antes que este numero lhes chegue ás mãos, já os senhores agentes terão talvez recebido a noticia telegrafica da estreia de "The Scarlet Empress", a nova producção de Marlene Dietrich, direcção de Von Sternberg. No nosso proximo numero falaremos mais detashadamente desse lindo filme.

-Em meiados de Abril haverá em Nova York uma conferencia de producção da Paramount, afim de nela serem estudadas as bases do novo programa. Estamos informados de que nessa reunião serão anunciados os nomes das novas producções para 1934-35, facto que desde já nos prende a atenção.

-A Italia passou novamente á dianteira no nosso concurso, facto que surpreenderá a muitos dos interessados. Quanto aos novos postos galgados, Mr. Messeri tomou o quarto logar, ocupado por Mr. Graham; John Kennebeck arrebatou a Mr. Day o decimo e Mr. Schaefer moveu a sua divisão alemã do decimo-quarto logar para o duo-decimo.

-Vimos ha dias duas fitas Paramount que nos parecem muito apropriadas para os seus territorios. São elas "The Trumpet Blows", com George Raft, Adolphe Menjou e Frances Drake, e "We're Not Dressuma espirituosa comedia do tipo de "Let's Go Native".

-Ao regressar de sua visita á Europa, Mr. Hicks cumprimentou Mr. George Weltner, que durante a sua ausencia tão bem se desempenhou do seu cargo, na nossa matriz.

-Prosseguem admiravelmente bem os trabalhos de "Cleopatra", a nova producção de grande espectaculo de Cecil B. de Mille — um dos filmes de sensação do novo programa da Paramount. Talvez logremos a boa sorte

(Continúa á pagine 8)

INDIA!



One of India's most successful INDIA. One of India's most successful exhibitors when it comes to exploitation is Mr. N. J. Nayudu, of the Regent Theatre, Nagpur. Here is one of his very fine displays for "A Farewell to Arms," a Paramount picture that he experienced great pleasure in playing. In sending us this photo, General Manager Ballance stated that Mr. Nayudu should be commended for such splendid showmanship.

THE BULLDOG BOYS STAGE A GRAND GATHERING

(Reported by a London Correspondent)

CONVENTION FLASHES AND OTHER NOTES FROM THE "BULLDOG DIVISION"

A moving tribute to the late Mr. Emil Shauer was paid by Mr. Montague Goldman, General Sales Manager, in his opening speech at the Paramount 1934 Convention which was held at the week end.

the Convention Mr. Goldman referred to the loss the company had sustained by the death of Mr. Shauer.

He referred in glowing terms to the work of Mr. Shauer for Paramount and voiced the warm regard and esteem with which the late head of Paramount's Foreign department was held by all members of the organiza-

As a farewell gesture of sorrow and respect for Mr. Shauer, the Convention stood for a minute in silence.

Paramount's District and Branch Managers from all territories in the United Kingdom together with the managers of the Paramount Theatres and head office staff attended the Convention at which Mr. Montague Goldman presided in the absence of Mr. John Cecil Graham, Managing

All the Paramount executives were present at sessions of the Convention and Mr. Goldman was supported by Mr. Earl St. John, Mr. E. Ayres, sec-retary and Mr. Harold Walker, assis-

tant Sales Manager.

In welcoming the delegates Mr. Goldman referred to the absence of Mr. Graham, who has presided at the previous Paramount Conventions, Mr. Graham, he said, regretted being away at such a time but had said to him "The boys all know me, and know that my thoughts will be with them at the Convention".

Mr. Goldman then went on to discuss the purposes of the Convention which, he said provided a focal point for all the diverse activities of the Paramount organization in production, distribution and exhibiting, with the important showmanship adjuncts

of publicity and exploitation. He traced the building up of the organization and its welding into one cohesive whole, drawing an analogy between racial history and the gathering together of a business community

in one organization.

Mr. Goldman's address, providing arresting examples of the value of unity, was enlivened with touches of humor that illustrated his points.

Dealing with the long association with the company of many members of the organization, Mr. Goldman pointed out how this unity of purpose had been cemented through the years and had drawn them all together in a

and had drawn them all together in a single individual fellowship.

The 'Club' spirit was one which he firmly believed in fostering. It had proved beneficial in combining one Paramount personnel in social and business pursuits and had been an invaluable stimulus to the progress of all.

Mr. Edwards Ayres, Secretary, in his speech emphasized the value of a spirit of cohesive effort in conducting business affairs and mentioned the efforts which he had been concerned in that morning in the negotiations for the release of John Dored, the Paramount News Cameraman, who was arrested by the authorities while securing pictures of the disturbances in Vienna.

Mr. Harold Walker, assistant Sales Manager, to whose sterling qualities Mr.

Before the ordinary business of Coldman referred in warm terms, then discussed the forthcoming releases. He reported the tremendous response being made by exhibitors to Paramount's policy offering productions the month of June, July

August.
Such big attractions as SIX OF A
KIND; Cecil B. DeMille's spectacle
FOUR FRIGHTENED PEOPLE; MISS
FANE'S BABY IS STOLEN: NO MORE
WOMEN; ALL OF ME; BOLERO and
THE SEARCH FOR BEAUTY, backed by

THE SEARCH FOR BEAUTY, backed by an international publicity campaign, all productions which the exhibitor will be able to play during the summer months. In a talk on publicity, Mr. R. Gittoes-Davies, Director of Publicity, stressed the importance of the West-end exploitation of Paramount productions during their pre-release runs. The West-end presentation of new pictures provided the impetus which built up a national reputation for the films before they were shown generally in theatres throughout the country. Mr. Davies showed how Mae West had become a national institution in the space of a few weeks and explained that it was the showmanship surrounding the Carlton of a few weeks and explained that it was
the showmanship surrounding the Carlton
presentation that was the basis of the
whirlwind publicity campaign which
achieved this result.

Other phases of the work of the Pub-

Other phases of the work of the Publicity department were discussed by Mr. Davies, including the increasing demand for "Service", Paramount's famous twice-a-month house magazine.
Friday's meeting concluded with the screening of the new Cecil B. DeMille production FOUR FRIGHTENED PEOPLE.

THEATRE SHOWMANSHIP

When the delegates re-assembled they listened to an address from Mr. Earl St. John. Mr. St. John described the functions of Paramount's pre-release theatres in the phrase: "Our business is to publieise, exploit, enhance and if like glorify Paramount productions to the fullest extent of our ability but we have also to observe the greatest degree of efficiency in our operation'

operation".

Mr. St. John then dealt with the necessity for retaining a fresh and youthful outlook. "In my opinion", he said, "the keenest judges of the box office value of a film today are the boys and girls between 17 and 30. If we miss this public and do not understand their wants we will not do much good in the picture business".

business'. He then dealt with the increased efforts in exploitation. In regard to the summer releases Mr. St. John mentioned that they had the greatest line-up of pictures from June, July and August that they had ever had and he explained that the policy of the company was to release big box office pictures during the summer.

Mr. I. Collins, district manager for Newcastle, Glasgow and Leeds who expressed his great pleasure at being present at the Convention, one of the long series which he had attended referred to his long and happy association with Paramount and stated that in his opinion the new product that the company had lined up was destined to produce even bigger box office grosses than the great pictures of the past had produced.

Mr. Lou Harris spoke on the subject of British Paramount News and referred to the big advances that this important Paramount production was making, particularly in view of the numerous exclusive stories which had been secured during recent months.

Short addresses were also given by Mr. Charles Penley, general manager Astoria Theatres; Mr. L. Holderness, supervisor of Theatres; Mr. Charles Plaza and Carlton Theatres; Mr. Newton, Plaza manager; Mr. Hawkins, Ad-Sales manager; Mr. Mollan Mr. Chandler, Purchasing agent and all the Branch Managers. mer. Mr. I. Collins, district manager for

MR. HICKS' MESSAGE

During the Convention, Goldman announced that Mr. John W. Hicks Jr. who was at present on the Continent, had been promoted to the position formerly oc-



PARAMOUNT'S SEXTETTE SEX-APPEALERS

Here are the six youngsters Paramount has designated as our Stars of Tomorrow. At the top is Ida Lupino. Then Elizabeth Young and Frances Drake. And Helen Mack, Evelyn Venable and Dorothy Dell.

CAMERAMEN'S RISKS

John Dored, cameraman attached to Paramount News in Paris, was assigned to cover the recent grave disturbances in Vienna. He got his shots, okay - but according to a famous London newspaper that we have just received, he almost got more shots than he bargained for. We quote from this paper that Mr. Dored was taken prisoner by the Austrian Army and narrowly escaped being executed, as he had already been condemned to death when news concerning his plight reached Paris and the necessary steps were taken to extricate him.

Just imagine: we had to go to an outside newspaper to get this priceless piece of news concerning the terrific dangers the gatherers of our Paramount News items run.

cupied by the late Mr. Emil Shauer. Mr. Hicks had been prevented by business from attending the Convention, but sent a message which Mr. Goldman read to the delegates, with his best wishes for the success of the Conference.

of the Conference.

An outline of Paramount's forthcoming attractions which are now in production was given by Mr. Goldman at the concluding sessions of the Convention.

In his closing remarks Mr. Goldman paid a tribute to the President of Paramount, Mr. Adolph Zukor and the Paramount production chief Mr. Emanuel Cohen, who, he said, had safely steered the organization through a period of stress and had given them the greatest line-up of pictures that Paramount had ever had. "So long as Adolph Zukor's hand is at the helm we can always feel confident of success", he added.

Thus concluded a Convention that was manimously voted a huge success.

NOTES FROM THE PRO.

NOTES FROM THE PRO-DUCTION DEPARTMENT TICKER

Paramount will make "Rip Van Winkle" as a musical production, with W. C. Fields as "Rip" and Lyda Roberti ... Pauline Lord, famous American actress, has been signed for an important role in "Mrs. Wiggs of the Cabbage Patch," the second picture to star Charlotte Henry Production of "The Scarlet Empress" is almost completed, and advance reports on this Marlene Dietrich-Von Sternberg epic are supremely heartening It will assuredly be one of our mightiest films of all time Look for another smashing hit from Mae West in "I'm No Angel" ... More music than ever before in history is being put onto celluliod in Paramount's Holly-wood studio. "Melody In Spring," "We're Not Dressing," "The Trumpet Blows," "Murder At the Vanities" are just a few of the filmusicals to bear our famous trade mark emblem . We're expecting to have W. C. Fields stand out as one of the greatest film comics of all time, and think that you should be all doing your share in putting him over Advance reports on Carl Brisson in "Murder at the Vanities" are very fine indeed. Here Another grand male star for us Gary Cooper, has been put in "Honor Bright," and his leading ! is a real he-man male star for us Frances Drake.



A GAY AUSTRALIAN PICNIC

After an absence of almost six years the famous annual picnic of the Blue Ribbon Bunch of Australia was restored last month. The event, in which the wives and families of the Paramounteers of Home Office and the Sydney Exchange participated, was held at Cronulla, an ocean beach about fifteen miles south of Sydney. More than one hundred happy faces are in the group above. Managing Director John E. Kennebeck is in the background, holding a panama hat. At his left is General Sales Manager William Hurworth. Activities for the day consisted of sports of all kinds, including swimming and surfing, and the day was classified as a rip-roaring success.

(Vervolg van bladzijde 2)

Heer Hicks vol lof over de wijze waarop de Heer George Weltner zijn werkzaamheden als plaatsvervangend directeur der buitenlandsche afdeeling had verricht, tijdens zijn Europeesche rondreis.

De film, 'Cleopatra', het sensationneele chef d'oeuvre van regisseur Cecil B. DeMille nadert met rasse schreden haar voltooiing. Indien de verwachte photo's van eenige scenes dezer film ons bijtijds bereiken, zullen wij ze in deze editie opnemen.

'Death Takes a Holiday' heeft reuzensucces in Amerika en wij zijn er stellig van overtuigd, dat deze film ook in het buitenland overweldigend succes zal hebben. Alle film autoriteiten verklaren dat het een der meest onderhoudende films is, ooit door Paramount vervaardigd. U begrijpt natuurlijk zeer goed op welke wijze wij onze dankbaarheid voor zulke films aan de Productie Afdeeling kunnen

Een film, waarvan wij eveneens veel verwachten, wat de buitenlandsche distributie betreft, is Bolero, met George Raft, Carole Lombard, Frances Drake en Sally Rand.

(Continuação de pag. 6)

de ainda inserirmos nesta edição algunas cenas do filme tão ansiosamente

-"Uma Sombra que Passa" (Death Takes A Holiday) está fazendo grande sucesso nos cinemas america-De todas as partes recebemos noticias de que o filme é visto com grande curiosidade, mostrando assim ser uma das producções mais rendosas destes tempos. É, portanto, uma satisfação para nós vermos que o publico inteligentemente apreciar as obras bem pensadas, fóra do comum dos assuntos, e esta satisfação, cremos, os senhores gerentes terão mais tarde, em cujos territorios "Uma Sombra que Passará" repetirá o seu exito daqui.

→Outro filme de grande importancia e muito adequado ao gosto mundial do que é belo, è "Bolero", com George Raft, Carole Lombard, Frances Drake e Sally Rand.

DIE NEUESTEN PARA. MOUNT NACHRICHTEN DES **MONATS**

Mr. Hicks traf am 27. Marz wieder in New York ein und diese Ausgabe erscheint etwas verspätet, da wir seine Eindrücke von der Europareise zum Abdruck bringen wollten. Sie werden viel Interessantes erfahren und manches wird für Sie übersetzt werden.

Gleichzeitig möchten wir Sie darauf aufmerksam machen, dass in dieser Nummer viele Beförderungen und Aenderungen bekanntgegeben werden, die für die Zukunft der Auslandsabteilung ausschlaggebend sind. Paramount International Corporation mar-

Lange bevor Sie diese Zeilen vor Augenhaben, wird Ihnen der Bericht von Marlene Dietrich's Premierenerfolg in "The Scarlet Express" zu Ohren gekommen sein und im nächsten Monat werden wir Ihnen vieles über den neuen Grossfilm von Josef von Sternberg mitteilen können.

Mitte April fin let in New York eine Produktionskonferenz statt, auf der die Filme der kommenden Saison angekündigt werden. Von massgebender Seite hören wir, dass wenigstens ein Dutzend sensationelle Grossfilme ge-



DRAMATIC TRAINING

Delving into the careers of the world's greatest actresses, Paramount found that these men and women had accounts of themselves.

plant sind und wir erhoffen ungeahnte Erfolge für 1935.

Italien führt schon wieder im Wettbewerb. Will denn keine andere Fi-liale den Italianern den Rang ablaufen? Mr. Messeri hat Mr. Graham vom vierten Platz verdrängt, John Kennebeck und nicht mehr Mr. Day steht an zehnter Stelle und Herr Schaefer ist vom vierzehnten zum zwölften Platz vorgerückt.

Zwei Filme, die allerwärts Gefallen nden sind "The Trumpet Blows" finden sind mit George Raft, Adolphe Menjou und Frances Drake in den Hauptrollen, sowie "We're Not Dressing". Der letztgenannte Film erinnert mit seinen komischen Einfällen und netten Melodien viel an "Let's Go Native". Beide Filme werden im Ausland besonders grossen Anklang finden.

Paramount International Corporation hat die Verleihrechte für einen neuen Film erworben, mit Ausnahme von den Vereinigten Staaten und Can-Es handelt sich um einen Farbenfilm, der auf der Insel Bali spielt und hochdramatische Tendenz aufweist. Dieser Film crinnert in seiner landschaftlichen Schönheit viel an 'Tabu" und weist keinen Dialog, aber dafür umso bezanberndere Melodien auf. Wir versprechen Ihnen nicht zuviel, wenn wir behaupten, dass Ihnen der Vertrieb dieses Filmes viel Freude und Genugtuung bereiten wird. Alle Einzelheiten erhalten Sie von Ihrer Filialleitung.

Nach New Nork zurückgekehrt sprach Mr. Hicks seine Anerkennung und Zufriedenheit über Mr. George Weltner's Geschäftsleitung aus.

"Cleopatra" schreitet unter Regie von Cecil de Mille mit Meilenschritten der Vollendung entgegen. Heute wissen wir mit aller Bestimmtheit, dass wir mit diesem Film des neuen Produktionsjahres Sensation machen werden. Wir versuchen für diese Nummer einige Aufnahmen zu bekommen, 'aber wissen noch nicht ob es uns gelingen wird.

"Death Takes a Holiday" findet in Amerika grossen Beifall und wird auch im Auslande Lorbeeren ernten. Man ist allerwärts der Ansicht, dass es sich bei diesem Film um eine neue Phase der Paramount Produktion handelt und wir hoffen, dass wir unserer Produktionsabteilung mit Zahlen beweisen können, dass wir derartige Filme zu schätzen wissen.

Ein anderes Bild, dem ein unbedingter Welterfolg zusteht, ist "Bolero" mit George Raft, Carole Lombard, Frances Drake und Sally Rand in den Hauptrollen.

become great because even while they were still young in years they had been able to portray mature roles. Paramount capitalized on this fact by creating a repertory class among its young players, and of staging within the studio, minus any outside audience, one of the plays the company owns, in which many of the characters The play was "Double Door" and the staging was under the direction of Phyllis Loughton, in charge of dramatic training. In the scene above are, left to right: Miss Loughton, Gwenllian Gill (aged 18 and playing the part of a woman of 54). Ida Lupino, aged 16 and playing the role of a woman of 68) and Lona Andre (aged 18 and playing the role of a woman of 58). Those privileged to see the performance state that all of the youngsters engaged gave grand

(forsättning från sidan fyra) bli oerhört storartadt filmatiskt.

Italien leder igen! Vi ära övertvgade om, att ni alla inte precis tycker om att höra det. Att dömma av förändringarna, så har Mr. Messeri tagit Mr. Grahams fjärde plats, John Kennebeck har stulit tionde platsen från Mr. Day, och Mr. Schaefer har fallit tillbaka med sin tyska avdelning från fjortonde till tolfte platsen.

Vi ha just tittat på ett par filmer, som vi tro äro finfina för utlandet. De åro "Trumpeten kallar," med George Raft, Adolphe Menjou och Frances Drake i de ledande rollerna; och "We're Not Dressing," en livlig musikfilm något i stil med "Let's Go

När Mr. Hicks återvände till New York, berömde han särskildt Mr. George Weltner för hans plikttrogna tjänstgörning i huvudkontoret under Vicepresidentens Europeiska recogniseringsresa.

Arbetet går framåt för högtryck på Cecil B. De Milles "Cleopatra," vi äro mer än övertygade om kommer att bli en av de största sensationerna av den nya Paramountsäsongen. Om det sig göra låter, äro vi kanske lyckliga nog att kunna trycka några utvalda scener från filmen i detta häfte.

GOOD PRODUCTION NEWS FOR PARAMOUNT LEGIONNAIRES





Adolphe Menjou

Elissa Landi

Adolphe Menjou and Elissa Landi have been signed by Charles R. Rogers to enact the leading roles in "I Love an Actress" which he will produce for Paramount.

Menjou will assume his theatrical role on completion of B. P. Schulberg's 'Half-Way Decent".

"I Love an Actress will be Miss Landi's first role on the Paramount lot

"I Love an Actress" was written by Gregory Ratoff and is the private life romance of a theatrical couple.

Ralph Murphy was assigned to direct the production.

(Suite de la page 4)

qui suit l'exemple de "Let's Go Native.

A son retour à New-York, M. Hicks particulièrement rendu hommage à M. George Weltner pour la façon capable avec laquelle il a dirigé le hureau principal pendant la visite du vice-président en Europc.

Le travail avance à grandes enjambées à la production "Cleopatra" Cécil B. De Mille qui, nous le savons dès maintenant, sera une des sensations de la prochaine saison Paramount. Si nous avons de la chance nous aurons dans ce numéro quelque photographies du film imprimées à la

dernière minute.

'Death Takes a Holiday" remporte un énorme succès en Amérique et nous n'avons pas le moindre doute qu'il en soit de même dans le monde entier. l'ous les connaisseurs et experts sont d'accord pour dire que c'est là une des plus ambitieuses et plus précieuses producions réalisées par Paramount à ce jour, et nous esprérons pouvoir démontrer à notre département de production que nous savons parfaitement apprécier un aussi beau film. Inutile de vous dire sous quelle forme notre appréciation se manifestera.

Un autre film que nous escomptons voir devenir un succès mondial, c'est "Bolero", avec George Raft, Carole Lombard, Frances Drake et Sally

(Continuación de la página 4)

toda la linea al estrenarse en los Estados Unidos. Nos lisonjeamos con la seguridad de que no tardaremos en ver convertido este film en resonante triunfo mundial. Críticos y públicos han estado contestes en asegurar que es uno de los más sobresalientes de la Paramount. Nos brinda, pues, la coyuntura, que no debe desaprovecharse en modo alguno, de demostrarle al Departamento de Producción que sabemos corresponder a esfuerzos como el que representa film de tan subidos méritos. En qué forma toque a cada cual hacerlo, cosa es que cada cual

-A propósito de éxitos mundiales 'Bolero'' ', con George Raft, Carole Lombard, Frances Drake y Sally Rand, es otra producción Paramount que está llamada a figurar en tal categoría.

EX-QUEEN OF SPAIN SEES PARAMOUNT PICTURE TWICE

The Ex-Queen of Spain went to the Plaza incognito when "Miss Fane's Baby Is Stolen" opened in London.

On her way out she was recognized by the Duchess of Westminster who presented Lillian Braithwaite, the famous London actress. Miss Braithwaite made a court courtesy and the little ceremony naturally attracted attention in the vestibule of the theatre.

The Ex-Queen of Spain went again to the Plaza a few days later and she said to the manager, "It is such an interesting picture that I felt I must see it a second time"

The Ex-Queen added that she consince Cecil B. DeMille's "Sign of the sidered the picture wonderful propaganda and hoped it would be effective. propaganda against the terrible crime of kidnapping.

> The Duke and Duchess of York were among other distinguished peo-ple who saw the picture.

Paramount International News

Vol. I, No. 11

MAY 1, 1934

PRICE: Your Conception of Paramount's Good Will

CHALLENGES COMMENCE

Well, we've started the ball rolling on challenges. Our first thrust was at Spain, and our first bandillero apparently found its mark, because Matador Messeri came right back with the merry poem that you'll find right alongside the Quota standings on Page 3. The fellows who are backing up the Matador Leader's powerful pledges will be found pictured on Page 12. Wonder who is going to be the first to fling a bandillero at Mr. Messeri

PACKS PLENTY OF PARA-MOUNT PUNCH

One of the most practical manifestations of Paramount admiration comes from Yucatan, in the Republic of Mexico, and in the shape of a boxer whose actual name is Joaquin Lara, but who is known in fistic circles as "Kid Paramount." Not only does he carry this name within the ring and out, but when he is boxing he carries on his trunks, as shown in the picture, a large Paramount Trade Mark.

Show us a better example of Paramount admiration than this, if you can!

It is our intention to use the space below on this page for a few issues in order to try and interpret for you all the true and vital significance of our 1934 Quota Contest. This is the first of such messages, and if you have any interpretations of your own that you would like published, by all means let us have them

WHAT IS OUR CONTEST FOR?

If you were suddenly asked to put the real meaning of our 1934 Quota Contest into tangible, expressionful words, the odds are many times to one that you would be stumped. Yet at the same time you would know only too well in your heart just what the Contest means to you, to all of us, and to the future of Paramount. It is that grand, safe knowledge in our hearts which makes us all strive so earnestly to justify the faith which is reposed in us by our readers, and who in turn have faith reposed in them by the men at Paramount's helm.

Even here before a typewriter, with limitless time for the selection of words and phrases, we find it more than difficult to adequately express what the 1934 Quota Contest means to Paramount's International Legion. Yet at the same time we know full well that it is a manifestation in the heart and soul of every Legionnaire to give of his or her best efforts during every waking hour: we know that each and every one of you have faith in every picture our Studios make, conceiving of every film in the light of a personal piece of property for which the widest human distribution should be secured.

We know that you have gone into the Contest fortified by knowledge of great Paramount product to back you up, and that the advent of great pictures of the type of "The Scarlet Empress," "Cleopatra," "We're Not Dressing" and so many others mean simply that your already guaranteed great efforts will be just that much greater.

Above all else, The 1934 Quota Contest is YOUR show. You are the actors, the producers, the publicists — the whole fine cast. You write the story and you offer it to the world. Therefore yours is to be the power and the glory when 'Finis' is written to what Mr. Zukor, Mr. Hicks and all of Paramount's high executives instinctively and proudly believe to be the all-encompassing achievement of Paramount's International Legion.

That is what our 1934 Quota Contest amounts to!

"DEATH TAKES A HOLIDAY"— AND ALSO TAKES MANY LONDON BOWS

A very gracious bow taken by this majestically fine film is in the April 6th issue of "Today's Cinema," popular London film daily. In "Onlooker's" column of this paper we find the following chatty item:

Bumper house at the Carlton on Wednesday evening for the trade show of "Death Takes A Holiday"— ment for connoisseurs of ar looks as if the fame of the picture had spread since its Press show last week. Should result in satisfaction Looked in myself to confirm my own showman and patron alike.

reactions to this unusually beautiful theme and its thoughtful treatment, and while being still further impressed on my second viewing, I am glad to record also that it was patently very much to the tastes of the assembled trade.

The picture got a real hand at its conclusion, which suggests that it will have a very successful run at the hands of those showmen catering for discerning palates. It does not pretend to be everyone's meat, of course, but it is certainly delightful entertainment for connoisseurs of art and dignity, and its exploitation on these lines should result in satisfaction to renter.



VIVE LA FRANCE!

Gladly do we welcome to our house organ ranks this first blazing issue of the new "La Paramount Francaise." It is literally packed with peppy messages of good-will to Mr. Hicks, Mr. Lange and Mr. Klarsfeld. In fact, on another page, we have reprinted the message of greeting to Mr. Lange, the heading of which you can read in the illustration. The publication is edited with great force by Jack Plunkett, French organization publicity head.

AMAZING STORY ABOUT "DEATH TAKES A HOLIDAY"

From Mobile, Alabama (U.S.A.) comes one of the most amazing stories in the history of films. Paramount's "Death Takes A Holiday" played at the Saenger Theatre there from the morning of Friday, April 20th until the evening of the following Sunday—three days. During that time not a single death was reported in the rather large city of Mobile, an unprecedented affair. The last death on Friday was a few minutes before the picture opened.

Having seen the picture you know that the period of Death's holiday on earth was three days.

BALLANCE CABLES

General Manager Ballance in Calcutta radios as follows regarding "Bolero": DELIGHTED WITH 'BOLERO'. HAS EXCELLENT POSSIBILITIES FOR INDIA. FRANCES DRAKE GIVES MAGNIFICENT PERFORMANCE RAFT RAND LOMBARD ALL EXCELLENT.

Paramount International News

Published on the first of every month preceding issue date from the Paramount Building at the Crossroads of the World in New York City, U. S. A Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry.

Edited by Albert Deane.

No. 11 May 1, 1934 Vol. 1

EDITORIAL NOTES

***** The new size of twelve pages is to be a regular feature of this publication. This of course increases the job of editing it, but at the same time gives you all added space for the recounting of your accomplishments and opinions. Anything that we believe to be of news to our International Legion will receive publication here.

****** We expect that a minimum of four pages per issue will be devoted to our gospel of "Know Your Prod-uct." This is probably the most important slogan our organization ever developed, and it will always be one hundred percent true whilever there is a motion picture industry. Always believe it, and believe it all ways.

** Co-partnering with this slogan in point of general interest will be our concentration on the International Quota Contest. This Contest is the actual, tangible manifestation of your belief in the Paramount product, and a manifestation of your desire to see the Paramount product given the most widespread exhibition of any make of film entertainment in the world.

****** Where's that old spirit of Inter-Divisional Rivalry? Once upon a time we had the Bulldoggers flying at the kangaroo-throats of the Blue Rib-(Surely the cricket test matches can stir that spirit up again). And how about the sallies the Matadors used to make against the Gauchos of Argentina? And how about the l'ikings wanting to take on the Rising Sunners of Japan? ... Surely you don't all want that grand old spirit of com-

petition to pass away.
****** Read Mr. Hicks' letter on "The
Scarlet Empress" at least seven times. You'll get a fresh angle on the gigantic gretness of this picture every time

you read the letter.
****** The Mark of Marks — The
Paramount Trade Mark.

The Slogan of Slogans - If it's a Paramount Picture, It's the Best Show in any City, Town or Country.
****** When we asked Matador Messeri for a challenge, we got his reply which is printed on the opposite page. His accompanying letter said: "I may be a poor poet, but I am second to none as a guesser. We have got the goods here in Spain and Portugal, and there is nothing to stop us. Watch the sturdy Matadors do it. We don't care who is the contender, but we are all ready to 'Hold That Tiger'." Come, now — who wants to be the 'Tiger'?

"DEFINITELY HEADED FOR BETTER TIMES!" –Mr. ADOLPH ZUKOR

Our President's Important Interview, reprinted from Paramount Sales News of April 18, 1934

Paramount's remarkable progress during the past year, chiefly noticeable in the internal reorganization and the improved co-ordination of its many departments, is attributed by Mr. Adolph Zukor to a return to the sound, basic principles of showmanship.

"For nearly a score of years Paramount forged ahead by adhering to the elemental principles of show Mr. Zukor said in disbusiness," enssing the progress which Paramount has made during the past year. "We pioneered in many fields but always with the show man's angle in mind. We got into trouble only when we lost sight of the all-important fact that we were showmen first, last and always.

"During the past year we have had time to take stock of ourselves and the organization. The depression forced us to use all of our acenmulated knowledge of showman. ship in order to carry on our business. It has likewise made increasingly clear the necessity for a strong and harmoniously-operated organization.

"In the past twelve months we have rebuilt our several departments to the highest point of efficiency and simultaneously developed a ninter-departmental cooperation comparable with the spirit which existed during the best years in the company's history. As a result, our business has during 1933-34 been highly satisfactory from every angle.

"Production has shown a sharp upturn in the quality of the pictures we have made. Distribution has achieved the maximum circulation for this quality product. The foreign activities of the company have more than kept pace with the progress made by the domestic departments. And our theatre department, through a series of reorganization moves, notable in the



decentralization of operation and the formation of locally operated partnerships, is rapidly getting back into its original field — practical show busi-

"In the final analysis, all of these moves of the past twelve months have been in only one direction - a return to the business of selling the best possible entertainment to the greatest possible number of theatre patrons.



COME UP AND SEE ME, SOMETIME

That's what Americo Aboaf is saying to the rest of the Division leaders these days. He's been up there at the head of the class for several months now and, frankly, he doesn't mind how long he stays there. But, you other chaps — how does that sort of thing impress you?

We're reserving this spot for the head of the class each month, and we'll keep Aboaf's picture here until someone knocks it out of the

Who is that someone else going to be?

STOP PRESS

You probably think that this is a funny place in this issue for a "Stop Press" item, but the fact of the matter is that this story is actually 'subbing' for another story which we deliberately withdrew from this issue at the very last minute, deciding that its tremendous

significance justifies its being held over for a 'spot' position next

Naturally we don't blame you for being curious about it, but for all that you know, it might have happened for the best. Especially if you are scheduled to better your Quota standing between now and next month, because the importance of this story is such that it will be of most importance to those whose Stratosphere balloons have gone the highest.

Only, don't you see, it won't be balloons next month. We have a much better idea than that, and it was principally on this account that we withdrew the story that was right here on this page, and will give it to you next month, bigger, brighter, better and much more sig-

That's our 'Stop Press' story: believe it or leave it!

FRENCH LEGIONNAIRES CORDIALLY WELCOMED FRED W. LANGE

On his appointment to the post of Administrateur Delegue of the French Organization, Mr. Lange was the recipient of the following printed and completely cordial welcome from the entire Division. The heading to this article, "A Hearty Welcome to Mr. Lange," can be seen in the reproduction of the front page of La Para-mount Française, reproduced else-where in this issue, and the text of the article is as follows:

Dear Mr. Lange,

The French Paramonnteers want yon to know that they are very happy to have learned of your appointment as their chief.

We all know you by name and by reputation. We know of the marvelous record you made for your-self in Sonth America. We are self in Sonth America. We are sincerely glad of the opportunity to

serve under von.

On this the occasion of the lannching of our new house organ, we tender you a hearty and affectionate welcome and the assurance of our closest co-operation. Under your direction we are going to work with redonbled enthusiasm born of a renewed desire to serve the interests of onr Company, in whose destiny-now, more than ever we have the greatest faith.

We also wish to thank you from the bottom of our hearts for having appointed Mr. Klarsfeld as General Director of our Company. He has always been a beloved colleagne and chief; and in all cireumstances he has facilitated our tasks by his perfect understanding of our work and of the aims which we pursue.

Just as we are proud to serve under your orders, we have the firm intention of doing big things that you in turn may be proud of your new Paranionnteers.

Dietrich's Greatest! Von Sternberg's Mightiest!! - "The Scarlet Empress"

Big Changes!

Although Aboaf's Bersaglieri are still on top, we have word of a definite offensive to topple him from that spot. We even see real evidence of it in the advance of York's Vikings from Third spot to Second. And that won't be all—if our intelligence service placed at strategie spots throughout the world is earning its bread and butter.

Other offensives are in the wind, too, in other parts of the world. Look at the one being staged by Sussman's Central Americans in advancing from Eighth spot to Seventh. And by Kennebeek's Blue Ribboners taking away Ninth spot from Schaefer's Central Europeans.

The only one who's not saying "It won't be long for Aboaf now" is Americo Aboaf himself. Why should he? He's sitting pretty in the topmost of all the Stratosphere balloons, and determined to stay there.

TO WHOM IT MAY CONCERN

(Tune of "Stormy Weather")

We know why We shall finish first, so high! So remember

A Matador's a hard contender, Keeps fighting all the time!

Quit prancing, Also give up fancying About first place,

If you want to keep with us pace
Keep fighting all the time!
And forget

If this does or don't rhyme.

When December's there The "boos" from Spain may get

And if that's the case
The old Matadors would tell you
All you've done was play

The Lottabunk to help you

Beat the Matadors once, oh!

But go on

And cry from sunset to dawn
Then tell me whether

If the Matadors weren't right, as

So keep fighting all the time!

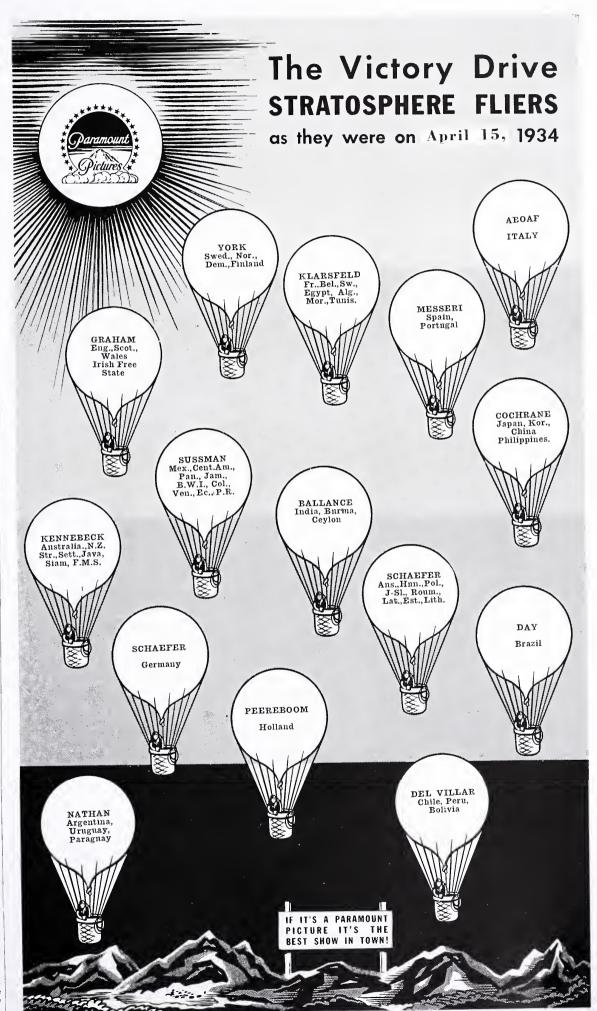
(A lot of good this will do you)

M. J. MESSERI

Of the Paramount Famous Matador Division.

P. S. Now gentlemen, don't feel blue after singing the above. I'll still be glad to help one of you get the second place.

> Yours to December 31st, M. J. M.



IMPORTANTES NOUVELLES **PARAMOUNT**

Notre publication comprend, ce mois-ci, un plus grand nombre de pages. Il en sera de même à l'avenir et cela devrait vous inciter à nous envoyer plus de nouvelles.

La rubrique concernant les informations anticipées sur les films Paramount est également permanente, et nous espérons que cette mesure vous permettra de mieux saisir encore la portée de notre fameuse devise: "Con-

naissez vos produits."

La lettre de M. Hicks sur "The Scarlet Empress" est extremement importante pour tous les Paramountais. Nous espérons que si vous ne connaissez pas l'anglais, vous pourrez vous faire traduire cette lettre. C'est un

message d'extrème interêt.

Un autre film dont on vous parlera maintenant beaucoup de temps en tempts - en fait dans chaque numéro de notre publication — est de Cecil B. DeMille, "Cleopatra". C'est là un DeMille, "Cleopatra". C'est là un genre de film que vous comptiez que M. DeMille allait faire.

C'est le moment de féliciter M. et Mme George Welter, car le nouveau venu est un garçon - John Sigmund

et il est né le 13 avril.

M. Americo Aboaf, chef de la Légion italienne, est encore toujours en tête de liste, on pourrait dire qu'il vogue dans un ballon stratosphèrique. La rumeur tient que ce sera quequ'un d'autre le mois prochain, - mais pas si M. Aboaf a son mot à dire.

Le département de la publicité prépare en ce moment l'annonce des productions Paramount pour la saison 1934-1935. Ce sera sans aucun doute le plus imposant étalage de films sur lequel la marque Paramount ait jamais été imprimée. Quelques-uns de ces films seront évidemment à votre disposition pendant les derniers mois de cette année, et pourront vous servir considérablement pendant cette période critique dans votre campagne de "l'International Quota Drive."

Incidemment, l'annonce des nouvelles productions contiendra les noms de nombreuses étoiles de première grandeur dans le firmament cinématographique, noms qui ajouteront une gloire nouvelle à la réputation Paramount.

"CLEOPATRA"

Mighter Than Anything De Mille Has Ever Made Before!

M. Emmanuel Cohen, dans des réunions tenues dans le bureau de M. Adolph Zukor à New-York, a réitéré sa décalration assurant qu'en ce qui concerne la Paramount International Corporation, on avait pris soin plus encore que n'importe quelle année auparavant, de fournir des films ayant un attrait spécial pour l'etranger. Ce

(Continued in Col. 4)



Given below is the text of a letter sent by Mr. Hicks, under date of April 23rd., to the leader of every one of our divisions. It tells with undisguised emphasis of the towering importance of the new Marlene Dietrich picture, "The Scarlet Empress."

"A few days ago, a few of us here viewing Marlene Dietrich's new picture 'The Scarlet Empress', and we came away from the projection room with the feeling that 'The Scarlet Emoress' is the greatest of all of Marlene Dietrich's pictures.

"This picture is made to order for Miss Dietrich, Von Sternberg himself, the entire cast, and of course the great Paramount Production Organization must be complimented for making this picture not only a great picture for this year, but a great picture for any year. Primarily, the film is a great spectacle, as great if not more so, than the greatest spectacles ever filmed.

"The picture deals with one of the most spectacular periods in all history -that surging era of Czarist Russian history when almost the entire history of the civilized world was re-written. company.

"'The Scarlet Empress' fulfills every in Home Office had the pleasure of confidence which we have placed in viewing Marlene Dietrich's new pic- it. Miss Dietrich, Von Sternberg and all members of the cast seem to have been inspired, and have given us a picture which in our opinion should roll up record-breaking grosses in every territory. You can get behind 'The Scarlet Empress' for all that you have got. It is entitled to just as much as we gave 'The Sign of the Cross' or any other of our outstanding pictures. The musical score is one of the most impressive ever given to any picture — in fact, 'The Scarlet Empress' is big in every sense of the

"We are endeavoring to get prints to you as soon as possible, for we want you to see the picture for yourself, and we feel sure that after you have seen it, you will agree with us that it is one of the greatest pictures ever made by Paramount or any other

PRIVATE PREVIEWS OF PARAMOUNT PICTURES RECENTLY SCREENED IN HOME OFFICE, NEW YORK CITY.

THE WITCHING HOUR

One of the most exceptional pictures Paramount has ever made. You will have no great cast names to sell, but what a whale of a story, magnificently told, and with all of the polish, continuity and sparkle to the picture that Paramount could give it. Rest assured that you have here one of the greatest dramas of suspense ever told on the screen, and told in a fashion understandable in every country. Sir Guy Standing, John Halliday, Tom Brown and Judith Allen all do magnificently by their parts.

WE'RE NOT DRESSING

Remember "Let's Go Native!" - that jolly, frisky musical, with its South Sea island setting? Well, here's its 1934 counterpart, with Bing Crosby singing, in his inimitable fashion, six tuneful songs; with Carole Lombard being a beautiful spoiled witch daughter of the rich, and with Leon Errol and Ethel Merman thrown together for good measure. It's one of our really big pictures of the year, and has music throughout.

DOUBLE DOOR

Another grand 'menaee' picture, based upon an actual New York legend, yet a legend which must certainly have a counterpart in every country. It is not a horror pieture, not a chiller or a ghost picture, but simply a straightforward human document of family passion, in which you never know what is going to happen, and in which it is the unexpected which does come to pass. It is in this film, after her sublimely stirring performances in "Death Takes A Holiday" and "Cradle Song" that you will realize that in Evelyn Venable we have one of the truly great stars of tomorrow. She is partnered with Kent Taylor, and also in the cast are Sir Guy Standing, Mary Morris and Anne Revere, the last two mentioned of whom re-enact the roles they ereated on the New York stage in the play from which the picture was made. Of interest to Australians and New Zealanders is the fact that Colin Tapley, one of the "Search For Beauty" Contest Winners, plays the most important role yet assigned to any of the winners who were retained in Hollywood on contract.

NOTICIAS SALIENTES DE LA **PARAMOUNT**

-La presente edición aparece con mayor número de páginas. Tal au-mento, que es de carácter permanente, debe servir a usted de incentivo para enviarnos más noticias.

-La nueva sección de noticias anticipadas de las Películas Paramount será también permanente; confiamos que ella ha de suministrar nueva y más amplia inteligencia de nuestro famoso lema "Conozca su Producto".

—La carta del señor Hicks relativa "Capricho Imperial" ("The Scarlet Empress") es de grandísima importancia para todo paramountista. Esperamos que, de no poder enterarse de ella en el texto inglés, se cuidará de hacerla traducir. Su contenido es tan vigoroso como oportuno.

-Otra película de la cual hablaremos con frecuencia, a la verdad, en todas nuestras ediciones, es "Cleopatra", de Cecil B. de Mille. Es precisamente la clase de película que usted deseaba hacía tiempo ver llevada a la pantalla por el insigne director.

-Es de rigor felicitar a don George Weltner y su señora esposa por la llegada a su hogar del niño John Sigmund, que nació el 13 de abril.

-Américo Aboaf, el adalid de la Legión italiana, continúa ocupando el primer puesto en el Concurso y manteniéndose a mayor altura que nadie en la estratosfera. Corre el rumor de que alguien lo superará el mes próximo; pero, no será sin que el señor Aboaf haga cuanto esté a su alcance por evitarlo.

-Es probable que cuando lea usted estas líneas esté ya exhibiéndose en el Criterion de Nueva York "Capricho Imperial" ("The Scarlet Empress").

-La sección de anuncio de Nueva York se ocupa en preparar el de nuestro producto para la temporada de 1934 a 1935. Es a no dudarlo el conjunto de películas más notable de cuantos ha amparado la marca Paramount. Algunas de estas películas no quedarán listas para estreno en su territorio sino en los últimos meses de este año. Cuente con que ellas serán poderosisimo refuerzo en los finales y decisivos meses del Avance de la Cuota Internacional.

-Diremos de paso que en el anuncio de este nuevo producto aparecerán muchos nombres de nuevas estrellas del firmamento cinematográfico, nombres llamados a dar gloria y bri-llantez renovadas a la marca Paramount. No nos es dable mencionarlos aquí, pues corresponde hacerlo en el dicho anuncio; pero, podemos asegurar que la publicación de ellos causará satisfacción inolvidable.

Dos contratos muy importantes se han celebrado en estos días con la Paramount. Es uno de ellos el firmado por Gary Cooper, quien se obliga a (Continúa en la página 12)

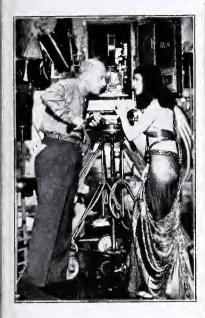
(Continued from Col. 1)

qui, pour no pas dire plus, est une nouvelle extrêmement agréable pour nous tous. De plus, M. Hicks, fait partie du conseil exécutif pour la préparation des projets de films, fait dont chacun ne manquera pas de saisir l'importante.

Répétons une fois de plus que "The Scarlet Empress" est le plus magni-fique film que Marlene Dietrich ait fait jusqu'à présent.

A Grand Quota-Getter Aid — "The Scarlet Empress"

KNOW YOUR PRODUCT



ONLY THE CAMERA KNOWS WHAT CECIL IS SAYING TO CLAUDETTE

At least that's what Mr. De Mille thought at the time; but actually the sound tack was running right along, That's how during the conversation, we happen to know that Miss Colbert hardly overdressed, think?) was asking the great director just what the sound track would have caught if it had been present at the court of Egypt's great Cleopatra, when that lovely lady invited Marc Antony to her tent. Mr. De Mille is reported to have said that the sound track would not have recorded anything other than Antony's famous line: "I did not come here to talk." Our picture of course was made during the filming of "Cleopatra," De Mille's greatest of all spectacles.



JOSEF VON STERNBERG

With so much praise for "The Scarlet Empress" carried throughout this issue, we are naturally impelled to present to you, in this close-up, the directorial genius who created the picture. His name in connection with any of our pictures powerful sales argument throughout the world, so be sure and make use of this fact.

A Special Regular Section of Paramount International News to be devoted each month to that most important of all missions - making you acquainted with the forthcoming pictures which are the essence of your successful efforts in the International Quota Contest.

PARAMOUNT MILESTONES TO HELP MAKE 1934 OUR GREATEST YEAR

BOLERO. The flashing picturization of the life of one of the world's most colorful dancers. Starring George Raft, and with Carole Lombard, Frances Drake, William Frawley and Sally Rand, the Fan Dancer, in the cast. Pictured on the page following.

THE TRUMPET BLOWS. Sensational bullfighting epic. George Raft starred, and Adolphe Menjou and Frances Drake featured. Pic-

tured on the page following.

MELODY IN SPRING. A really gladsome Paramount musical. First film of Lanny Ross, with Charlie Ruggles and Mary Boland featured. Many good songs. Scenes are pictured on the page following. WE'RE NOT DRESSING. Another swell Paramount musical, of which great things are expected. Bing Crosby starred, as you will see on the page following, and in the cast are Carole Lombard, Ethel Merman, Leon Erroll and Burns and Allen.

YOU'RE TELLING ME. The swellest and funniest of all W. C. Fields' pictures. If you don't get one long and loud raucous laugh from this one, starting with the fade-in and ending with the fade-out, then you'd better drop out of the Quota Contest Race right now. The two-reel golf sequence is one of the funniest things we have ever seen anywhere, and at any time. Larry Crabbe, Joan Marsh and Adrienne Ames also in the cast.

THIRTY DAY PRINCESS. Co-starring Sylvia Sidney and Cary Grant, this is the highly amusing tale of a princess who came to America and met up with her double in a series of astounding adventures. Is more comedy than drama, and swell entertainment.

SHE LOVES ME NOT. The smash comedy hit of Broadway. tice how the world is becoming laugh-conscious again!) Bing Crosby, Miriam Hopkins and Kitty Carlisle head this one's cast, and there is music aplenty.

IT AIN'T NO SIN. Starring Miss Mae West — and it ain't no sin to tell you that this scintillating Westian opus is the flashiest, funniest and fastest of all Miss West's cinema-antics. We'll probably throw our 'Know Your Product' section wide open to this picture next month, since we need plenty of space to tell about the glamorous Mae's curvescapades.

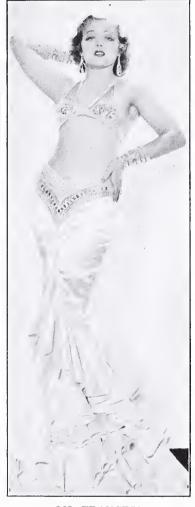
DEATH TAKES A HOLIDAY. You've heard plenty already about this masterful March movie, and you're destined to hear plenty more, for its wide swath of success is being carved right around the globe. Here is one film that stands out as a towering 1934 milestone, and Fredric March, Evelyn Venable and Sir Guy Standing have much to be proud of. An illustration section is on the page following.

MURDER AT THE VANITIES. Much about this great Earl Carroll opus, starring Carl Brisson and Victor McLaglen also in this issue, including illustrations on the page following.

THE SCARLET EMPRESS. Just try and get away from this Marlene Dietrich opus in this issue. A great - definitely great picture, and we're going to shout about it from plenty of housetops. CLEOPATRA. The fact that we've listed this one as twelfth has nothing to do with its greatness. In fact, it's so great that it does not stand on ceremony. Cecil B. De Mille is directing it; Claudette Colbert is playing the title role; the cast includes Henry Wilcoxon as Marc Antony, Warren William as Caesar and also Joseph Schildkraut, Irving Pichel and a score of other prominent personalities. The picture will have spectacle, glitter and breathless action. It will be definitely great.

> THERE! 12 PARAMOUNT MILESTONES TO MAKE 1934 OUR GREATEST YEAR!

Illustrations on the following page if you care to look at them.



OH, FRANCES!

OH, FRANCES!

The Glamour Lady of this particular issue appears to be Miss Frances Drake, who was transported from dear old London to Hollywood as a result of the vigilance of Paramount's Production Department's talent scouts. First of all, Frances made a British quota picture for us in England. It was tilled "The Jewel," but Frances was promptly taken from her English setting and placed in the Hollywood platinum setting, where she has already shone forth in "Bolero," and latterly in "The Trumpet Blows," in a scene of which she is pictured above. Well, it seems that the trumpet has plenty to blow about.

"CRADLE SONG" SMASHES **ECUADOREAN RECORDS**

On the word of Jack Rapaport, assistant manager of our Cristobal, Canal Zone, office, "Cradle Song" topped all records save that tremen-dous one stacked up by "The Sign of the Cross." He reports a letter re-He reports a letter received from Mr. Mantilla, one of the owners of the Teatro Bolivar, in Quito, Ecuador, in which that promi-

nent exhibitor says in part:
"Es verdad, que la mejor película que hemos recibido de Paramount, después de EL SIGNO DE LA CRUZ es CANCION DE CUNA, por lo cual en nombre de los Srs. Mantilla y en el mío propio, sírvase aceptar nuestros agradecimientos y nuestra más

cordial felicitacion."

It is our privilege to tell you that Sr. Mantilla is merely confirming what we have truthfully set forth in the first paragraph of this little story.





THE SCARLET EMPRESS

No matter him spectacular are the illustrations, we cannot hope to do justice to the mightiness of THE SCARLET EMPRESS. It is one picture which can rightfully be termed colossal and in it all of the genius of Josef Von Sternberg, the director, has been given fullest scope.

Miss Dietrich was never more magnetic or more gorgeously photographed and in viewing the picture's extraorilinary cast you should not overlook the splential exploitable angle of Miss Dietrich's own daughter, Maria Sieber, who plays the part of the title figure when a child. You will also see in John Lodge a new and very important leading man.



DEATH TAKES A HOLIDAY

Whilever Paramount's name endures so will the fame of this picture live on and on. Ambitions as it was in its first conception, the faith of our production department has been more than justified by the fine box-office reception which the picture has received not only in America but in those countries throughout the world in which it has already played. We are proud of this picture and hope to be more than proud of your efforts in connection with its distribution.



MELODY IN SPRING

So far as Paramount's International Legion is concerned, this picture is a Melody in Spring, Summer, Autumn and Wimer. Melody we have been craving for in pictures for a long, long while and we certainly get plenty of it in this one.

long, long while and we certainly get plenty of it in this one.

Charlie Ruggles and Mary Boland do a grand piece of trouping as the harrassed parents, but the picture's chief interest to us is that it introduces Lanny Ross, who is desined to be one of our singing stars of the near tuture.





CLEOPATRA

It is our impulse to tell you but one thing about the illustrations above — that they come from Cecil B. DeMille's production "Cleopatra". We hope that these illustrations give you some idea of the spectacular nature of this picture, and we supplement this hope with the information that Claudette Colbert as Cleopatra was never more bewitching, and that every other member of the cast gives a performance which will remain unforgotten whilever there are mution pictures.



MURDER AT THE VANITIES

This is the answer to your plea for a mighty production in which there is a wealth of female beauty, a veritable treasure chest of music and songs, and an atmosphere of sparkle and glitter. In adition, for extra measure, we have thrown in a murder mystery that will keep you guessing to the very end.

murder mystery that will keep you guessing to the very end.

The picture is extremely important to us because it marks the Paramount starring debut of Carl Brisson, of whom we expect great things throughout the world. Also in the cast are Victor MacLaglen, Jack Oakie, Gertrude Michael and Barbara Fritchie, plus the marvelous Earl Carroll Vauities girls.





THE TRUMPET BLOWS

We include THE TRUMPET BLOWS in this spectacular line-up because it definitely is a picture possessing spectacular possibilities in connection with our quota runtest. While its bull fighting atmosphere appeals greatly to our Latin Legionaires, its fine, sustained drama will exercise just as powerful an appeal in all other parts of the world.

George Raft is the star of the picture and we should get

George Raft is the star of the picture and we should get behind him with all possible publicity and exploitation forces at our command because we are grouning him for definite stardom. Adolphe Menjau is a favorite of ald of ours, and Frances Drake reveals folly in this picture that rich personality which caused our production department to transpurt her frum England to Hollywood.



BOLERO

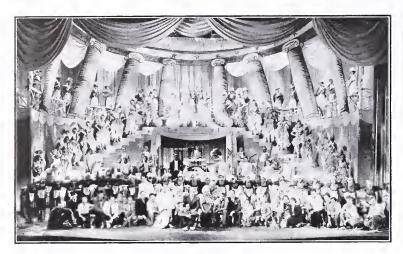
Many of you have seen "Bolero" by now and know that if ever a picture was made for our distribution, this picture was. It is richly endowed with music, dancing and feminine beauty, and in addition to the box-office values of George Raft, Carole Lombard and Frances Drake, we have the terrifically expluitable film asset of Sally Rand, the fan dancer. In every sense of the word, "Bolero" is a natural for us.



WE'RE NOT DRESSING

Just as we have rainbowed music across the illustration above, so have our studios literally drenched this picture with music. We find it hard to remember a single sequence in the picture that is not filled with melody.

Bing Crosby never sang more entertainingly, and as though this were not enough, you will get more music from Leon Errol and Ethel Merman an aurora of beauty from Carule Lombard and plenty of their characteristic frisky fun-making from Burns and Allen.



SO YOU WANT BIG PICTURES, EH?

Well how's this? It's an intimate glimpse of the entire cast of "Murder at the Vanities," gathered on one of the picture's sets at the conclusion of shooting. This picture, which stars Carl Brisson, Victor McLaglen and Kitty Carlisle, and has Jack Oakie, Gertrude Michael and Barbara Fritchie in the cast also, is one of the mightiest of musicals ever to carry the Paramount trade mark. In addition, it is a murder film which will have you guessing until the last possible moment.

HOT FROM HOLLYWOOD PRODUCTION ITEMS

"Limehouse Nights," one of the most famous titles in the world, will be the tag to a new George Raft film, made when the dancing star gets back to Hollywood. Its locale will be London. and its leading woman, Helen Mack.

First of Ida Lupino's starring pic-tures will be "Ready for Love," and having read the story we are convinced that she is destined to make a really grand film of this. Richard Arlen will be her leading man.

Miriam Hopkins is giving the performance of her lifetime in another picture with "Love" in the title. This is "She Loves Me Not," a filmusical, with Bing Crosby co-starring.

"Kiss and Make-Up" is one of those gaudy, glittering, pulchritudinous films for which Paramount is famed. It has literally acres of beautiful women, a string of tingling songs, and an oula-la plot set in Paris. Helen Mack, Cary Grant and Edward Everett Horton head the cast.

Cecil B. De Mille is making "Cleopatra."

Cecil B. De Mille is making "Cleopatra," with Claudette Colbert as the Egyptian Queen.

Cecil B. De Mille is making "Cleopatra," with Claudette Colbert as the Egyptian Queen, and Henry Wilcoxon, Warren William and hundreds of others in the cast.

Cecil B. De Mille is making "Cleopatra." with everything which has been said above. But plus one important fact: he is making it as the biggest, most romantically spectacular film of his entire career. That's news!

"The Notorious Sophie Lang" will

set a new pace for a new style of film. We call it melodramatic farce, and we think it is pretty swell for entertainment purposes. Carole Lombard is

presently set for the title role.
"I Loved An Actress," now completing filming, has both a grand locale and a fine cast for us. The locale is firstly Budapest, with a switch to America. The cast is headed by Adolphe Menjou, Elissa Landi and David Manners.

Cary Grant, Carole Lombard and Herbert Marshall are expected to fill the leads of "Deep Night." We like the story of this one immensely. Its



"BIFF" BRISSON vs "WHAM" WILCOXON

Since we have in our Hollywood studio a pair of the most fistically inclined males in the world, it was inevitable that Carl Brisson and Henry Wilcoxon should some day face each other in the pose shown above. But it's only in fun - although these two fellows could gladly have our money for a ticket if they'd climb into a ring and battle away in the same fashion as "Kid Paramount" (shown on another page) does.

Carl has just finished "Murder at the Vanities," in which he stars; and the Vanities," in which he stars, and Henry is still working under De Mille's orders in that director's col-ossal re-creation of "Cleopatra," the Egyptian queen with one of the most popular private lives in history.

central dramatic situation presents an Englishwoman of title menaced by a world travelling letter writer who posts his threats from ever lessening distances.

"One Way Ticket" will bring back Sylvia Sidney to the type of role she made world famous in "Ladies of the Big House." It is the thunderously dramatic story of a girl, daughter of the prison warden, who finds out under starkly thrilling circumstances that the prison's convicts really are men of flesh and blood, and not the vicious automatons that she thought them.

NEW STUDIO BUILDINGS CONSTITUTES IMPORTANT PRODUCTION NEWS ALSO

studio in Hollywood is undergoing additions, since two new buildings were recently commenced. One building will provide for eight dressing room suites for film stars and will accommodate the offices of Production Manager Fred Leahy, his staff, the unit business managers and the architectural department. This is to be constructed on the northerly end of the studio and art departments.

The already massive Paramount lawn, thus proving that aesthetic beanty must make way for the needs of business expansion.

The other structure is of prime importance to us, since it will house the Hollywood office of Paramount International Corporation, and thus be the workshop of Luigi Luraschi and his assistant, Miss Carol Stroud. Also in this building will be the studio's publicity, publicity mailing

REAL BULLFIGHTING

For distribution in Latin American countries — and also in Spain and Portugal — the last reel of "The Trumpet Blows" has been edited to include several highly thrilling scenes of actual bull-fighting, which scenes are not permitted in countries where the toreador sport is not allowed.

This special job of editing, done as a splendid instance of co-operation by our Production Department, is expected to result in greatly augmented business on the part of the George Raft, Adolphe Menjou, Frances Drake picture in the countries for which it is intended.

HOW MANY PEOPLE WORK IN OUR STUDIO?

This important question, with respect to our Hollywood filmetropolis, is answered by the fact that on April 18th there were 2230 persons on the regular payroll. In addition, on this date, there were approximately 500 persons employed for atmosphere and extra parts in current pictures.

"HOLLYWOOD" ON PARADE

If you distribute the Paramount short feature series, "Hollywood on Parade" in your territory, please be advised that the entire issue of Number 10 of this series is devoted to the Earl Carroll Girls who are so important a feature in our musical, "Murder at the Vanities."

MEXICAN CORRESPONDENT PRAISES "THE TRUMPET BLOWS"

Los Angeles having a large Spanishspeaking population, there is of course a newspaper published there in Span-ish. It is "La Opinion," and one of its important correspondents, Gabriel Navarro, is also correspondent in the film capital of "Todo," a very important Mexican film publication.

It is therefore of great interest to us that Sr. Navarro recently contrib-uted to "La Opinion" a lengthy article which gave full praise to Paramount's masterly handling of its Mexican characters in "The Trumpet Blows," everything being done in complete good taste so far as Mexican suscepti-bilities were concerned. He also praised Paramount for the bullfight

A copy of this paper has been sent to every one of our Spanish offices

"THE TRUMPET BLOWS"

Here's a flash back to one of our most popular pictures of the year the pulsing epic of the bull-ring, "The Trumpet Blows." Looking back over the film we find that one of the glittering moments which remained most pungently in memory was the 'Bull-fighter Dance' by Frances Drake, in which she appears in the costume Adolphe Menjou, or be shown above. This and fifty other a really grand picture.



ROUMANIAN VISITOR

Cecil B. DeMille, in the midst of his gigantic work on "Cleopatra," takes time off to greet Mr. Charles A. Davila, Roumanian Envoy Extraordinary to Washington (second from right), and reveal to him some of the plans for this mammoth picture. Others in the scene are Jean Negu-lesco, Paramount director; and Dimitri Dimancesco, Roumanian general. In the background can be seen part of the set representing Cleopatra's gigan-tic reception hall in the palace of Egypt.



punch scenes with either George Raft, Adolphe Menjou, or both, constitute

IMPORTANTES NOTICIAS

A nossa publicação sai este mês acrescida de um numero de paginas, acrescimo que será mantido dagora por deante. Este facto deve servir de incentivo a todos os nosso amigos THE REA. no estrangeiro, afim de que nos mandem mais noticias dos seus territorios. A secção que iniciamos sobre os novos filmes Paramount será tambem mantida, para que os senhores agentes se inteirem bem do "seu producto".

-Chamamos a atenção de todos THE BLUE para a carta de Mr. Hicks sobre "The Scarlet Empress" (Capricho Imperial), que vale a pena ser traduzida, pois aí está o laudo valioso duma 'primeira testemunha de vista", dizen-

do das belezas do filme.

-Outro filme que nos desperta grande entusiasmo e do qual falaremos nesta e em outras edições da nossa revista, é "Cleopatra", a soberba producção de Cecil B. de Mille. Nela teremos um espectaculo como De Mille sempre nos deu.

-Mr. George Weltner e sua exma. esposa estão de parabens pelo nasci-mento, a 13 de Abril, de mais um filho - que se chama John Sigmund.

-Americo Aboaf, gerente da legião italiana, continua no mais alto ponto da estratosfera. Resta saber quem lhe passará acima, no proximo mês, no nosso concurso de balões...

-É muito provavel que ao receberem esta edição, já o novo filme de Marlene Dietrich, "Capricho Imperitenha sido estreado no cinema

Criterion, de Nova York.

-O departamento devido está tratando da publicação do nosso album producções para 1934-35. de novas Nesse album vereis o maior numero de producções que a Paramount já reuniu sob a sua marca. Como algumas dessas fitas aí chegarão ainda a tempo de serem exibidas nesta temporada, isso muito aiudará a todos os concorrentes do nosso concurso internacional de rendas.

-Como hãs de notar, essas novas producções apresentam muitos nomes novos e de grandes possibilidades artisticas, nomes que podem desde já se associar ao nome da Paramount. Conquanto não os mencionemos agora, podemos garantir que todos eles merecerão o nosso apoio e admiração.

Duas importantes assignaturas fôram postas em novas contractos da Paramount. Gary Cooper firmou novo contracto para figurar como astro em pelo menos quatro filmes Paramount durante a temporada 1934-35 e opção de mais quatro filmes. E George Raft, cujo contracto acaba de ser renovado como artista exclusivo da Paramount por mais alguns anos. Ele segue agora em viagem de recreio pela Europa, devendo regressar a Hollywood dentro de algumas semanas.

-Numa conferencia de Mr. Adolph Zukor com Mr. Emanuel Cohen, na qual foi assunto principal a qualidade das producções para a entrante temporada, disse Mr. Cohen que a Paramount International Corporation pode contar este ano com um grupo de filmes feitos com o fim especial de agradar as plateias estrangeiras, declaração esta que nos enche de grande contentamento. Por outro lado, como Mr. Hicks é tambem membro do conselho executivo de producção, temos a certeza de que essa declaração exprime o ponto de vista do nosso departamento, intimamente desejoso de satisfazer os mercados estrangeiros.

Constemais uma vez a grande verdade: "Capricho Imperial" (The Scarlet Empress) é o maior e mais belo filme que Marlene Dietrich já fez.

HERE ARE SOME OF SONS FOR THE FAMOUS PUNCH RIBBON RUNCH



Last month we showed the Australian Paramounteers gathered in a mammoth picnic session. Here is a sidelight of the affair -- a picture that took plenty of posing on the part of Photographer Frank Deane before he was quite satisfied with the effect. And since it's a good way to mention a lot of names at once, we're going to tell you who the girls are, and who they work for besides Good Old Paramount. We will start from the left, as is customary: Pearl Hendrie, secretary to Len Jones; Helen Adler, secretary to Frank Deane (that's two mentions for him); Nola Empson, secretary to Sydney O. Herbert; Flo Thurston, secretary to Charles E. Gatward; Marjorie Adler, one of James A. Sixsmith's secretaries; Mollie Ikin, of the Sydney stenographic staff; Pauline Adler, of the same staff; Heather Somerville, William Hurworth's secretary; Poppy Mort, of the Home Office stenographic

Those who didn't get their names mentioned had better send photos. And if any of you would like to work in Sweden, or Bolivia or Manchuoko you had better let us know, because we know that after the above picture is seen around the world a lot of other Paramounteers are going to want to swap jobs with the Sydneyite Paramounteers.

PLAZA THEATRE IS EIGHT

That ace Paramount shop-window in London, the famous Plaza Theatre, was eight years of age on April 7th. The fact was given very important mentions in the British trade press of that date, firstly because the Plaza really set an important new tempo in the world of British film exhibition, being the first of the ultra-modern theatres to reach the British metrop-

From one of the trade paper reports ve get the following powerful items: The name Plaza has since been given to 125 movie theatres throughout England. "Chang" played for 16 weeks there and "Beau Geste" for 14 weeks. Through its Sunday night benefit performances it has contributed about \$200,000 to various London charities. At the time of its eighth birthday anniversary, 16,000,000 patrons had passed through its portals.

Many members of Royalty have attended the theatre, but so far as we are momentarily concerned, the real Royalty associated with the Plaza are: Mr. Adolph Zukor, who conceived the theatre as Paramount's shop-window for England; the late Mr. Emil E. Shauer, who contributed so materially

JOHN SIGMUND WELTNER NEW ADDITION TO LEGION'S RANKS

He's the bonny son of Mr. and Mrs. George Weltner, and April 13th marked the day of his joining our ranks.

its building, and who was present at its opening; Mr. Albert A. Kaufman, publicised and managed the house's opening; and Mr. Earl St. John, who presides over its destinies, under the direction of Mr. Graham, now and as he has done since the house's premiere.

BIG DEMAND FOR EXPLOI-**TATION**

Some of our territories are less modest in sending in evidence of exploitation than others. It is our privilege to send all possible exploitation material to "The Motion Picture Herald," of New York, where as much of it as practicable is reproduced. The exploitation editor of that magazine, A. Mike Vogel, has written us as follows:

Although we have been receiving Shauer, who contributed so materially a few eampaigns from overseas, of his world-wide experience during there is no reason why we should

VIKTIGA PARAMOUNT **NYHETER**

Vårt månadshäfte utkommer denna gång i ett större och tjockare häfte. Denna nya storlek kommer att fortsätta och bör därför vara en uppmuntran till eder alla att skriva till oss oftare.

Den avdelning, som är avsatt för de allra senaste nyheterna om Paramounts filmer, kommer också att fortsätta och vi hoppas det kommer att ge eder en nyare och mera ingående förståelse av vår berömda "slogan" 'Känn Eder Produkt.'

Brevet från Mr. Hicks om "Den Röda Kejsarinnan" (The Scarlet Einpress), är av oerhördt stort värde till alla Paramounts representanter. Om ni intekan engelska, hoppas vi att ni lyckas finna någon, som kan översätta brevet för eder. Det innehåller ett mycket viktigt budskap.

En annan film, om vilken ni vill höra mycket — faktiskt i varje kom-mande håfte — är Cecil B. De Milles 'Kleopatra." Det är just den sorts film, som ni länge hoppats, att Mr. de Mille skulle göra.

Mr. and Mrs. George Weltner böra högeligen lyckönskas. Nykomligen är en stor, kraftig pojke —John Sigmund - och föddes den femtonde april.

Americo Aboaf, härföraren Italiens legioner, är fortfarande högst upp på listan, i den högsta av alla Stratosphereballongerna. Det småpratas om, att en annan kommer att rycka fram i spetsen nästa månadmen inte om Signor Aboaf kan rå för det. "Den Röda Kejsarinnan" kommer

antagligen att spela på Criterion teatern i New York, när ni läser dessa

rader.

Paramounts annonsering för 1934-1935-säsongens produkt är nu under preparation i vårt New Yorkskontor. Det är inget tvivel om, att det är den bästa filmgrupp, som Paramounts trademark någonsin haft. Somliga av dessa filmer bli färdiga att utsläppas i marknaden under de sista två, tre månaderna detta år, och komma att bli eder till ovärdelig hjälp under dessa sista, viktiga månaderna av den 'Internationella Quotan".

I förbigående kan vi namna, att denna nya produkt kan ståta med många stjärnor, som stråla kanske klarast på filmens himmel, stjärnor, vars namn komma att giva ny och större ära till Paramounts Trademark. Vi äro tyvärr ej tillåtna att tillkännagiva dessa namn ännu, ty de tillhõra exklusivt annonseringen för den nya produkten, men vi kunna försäkra eder om, att när nyheter kommer eder tillhnada, ni blir så förtjust, att ni aldrig kommer att glömma det.

Under flera stora bolagsstämmor i Mr. Adolph Zukors kontor i New York uppreade Mr. Emmanuel Cohen sin förklaring, att Paramounts Inter-

(forsättning på Sidan 12)

OUR OWN SPECIAL THEATRE SECTION

Commencing with the issue of June 1st we promise to devote an entire section every issue to our own Paramount theatres around the world. Mr. Hicks has already appealed to the executives guiding our theatrical interests in those countries where we have theatres and has asked that they guarantee a continuity of news concerning our theatre operations, the work of the individual managers, outstanding examples of advertising and exploitation, and all other items of distinctive interest. know that the news will therefore be forthcoming, and are pre-

Our theatres are an integrally vital part of our organization, and we intend to do right by them editorially. Next month will show you just how strong our intentions are.

not have still more from your various representatives in other countries besides England. Your Barcelona buneh are putting over some mighty fine exploitation, and no doubt the same situation obtains in other countries.

Mightn't it be a good idea for you to send out a general bulletin requesting more entries from among your foreign representatives in various parts of the world?

I would be more than pleased to see one of the Awards go overseas.

Well, in place of a bulletin we are giving you this story. Let's see what kind of a response we get to it.

IMPORTANTI NOTIZIE

Questo mese la nostra pubblicazione ha aumentato il numero delle sue pagine. Questo aumento e' permanente e dovrebbe esservi di incentivo a scriverci piu' notizie. Il dipartimento dedito ai preannunzi delle cinematografie Paramount e' pure permanente e noi speriamo che cio' vi dara' una nuova e piu' completa comprensione del nostro famoso motto: "Conoscete il vostro prodotto". La lettera di Mr. Hicks riguardante "La Imperatrice Rossa" e' di tremenda importanza per ogni membro della Paramount e noi speriamo che, se voi non conoscete l'inglese, riuscirete a farvela tradurre. Essa contiene infatti un potente messaggio.

Un' altra cinematografia, di cui sentirete parlare molto di volta in volta nei varii numeri della nostra publicazione, e' "Cleopatra" di Cecil B. De Mille. Questa e' proprio la cinematografia che avete atteso per molto tempo da Mr. De Mille.

Facciamo ora le nostre congratulazioni a Mr. e Mrs. George Weltner, Il nuovo venuto e' un ragazzo-John Sigmund. Egli e' nato il 13 aprile.

Americo Aboaf, a capo delle legioni d'Italia, e' ancora al primo posto nella lista, nel piu' alto fra tutti i palloni che salgono alla stratosfera. Si mormora che qualcun altro prendera' il suo posto il mese prossimo, ma cio non accadra', se il signor Aboaf potra impedirlo.

Il dipartimento newvorkese di pubblicita' sta ora preparando l'annuncio della produzione per lo stagione 1934-35 della Paramount. Si tratta indub-biamente della piu' grande serie di cinematografie che sia mai stata ideata dalla Paramount. Alcune di queste cinematografie saranno da voi messe in circolazione negli ultimi mesi dell' anno in corso e potete essere sicuro che vi aiuteranno enormemente in questi ultimi e vitali mesi della Campagna per la "Quota Internazionale'

Incidentalmente, questo nuovo annuncio della produzione conterra molti nuovi nomi di stelle del firmamento cinematografico, nomi che aumenteranno la gloria della compagnia Paramount. Non possiamo annunciarveli subito perche' ci riserviamo di farlo quando preciseremo la nuova produzione; ma possiamo assicurarvi che la loro pubblicazione vi causera' un'indimenticabile emozione.

Next Month's will be the Most International issue of Paramount International News ever Issued.

Mr. Emanuel Cohen, in numerose riunioni per la produzione della Parasvoltesi nell'ufficio di Mr. Adolph Zukor in New York City, ha ripetuta la sua dichiarazione che, per quanto concerne la Paramount International Corporation, se ne avra' anche una maggior cura nel prossimo anno di quanto se ne ebbe nell-anno scorso in riguardo alle cinematografie che meglio rispondono alle tendenze del pubblico d'oltre oceano. E questa, per dire il meno possibile, e' una notizia che fa enorme piacere a tutti noi. Inoltre Mr. Hicks e' membro del comitato esecutivo per i progetti riguardanti la produzione, un fatto la cui Trade Daily, hailed the eighth anni-

(Continued on Col. 4)



THE PARAMOUNTEERS OF WELLINGTON, NEW ZEALAND

'Way around the world, in the nearest land to Byrd's Little America, are a doughty band of Paramounteers doing valiant Legion service under the leadership of Managing Director John E. Kennebeck across the Tasman Sea in Sydney, Australia. J. E. K. recently visited New

Zealand, during which visit the above picture was made.

In the front row, left to right, are O. A. Mangin, Secretary of the Company; Stauley H. Craig, General Manager; John E. Kennebeck, Managing Director; Otto G. Doepel, Publicity Manager; W. C. T. Hanson, Head Booker.

Middle Row: Misses E. V. Browne, M. Anderson, Mr. A. Saunders, Misses A. FitzGerald, E. Corcoran, D. Carson. Back Row: Miss M. Lodge, Messrs W. H. Smeaton, R. Young,

T. Greenall, Miss E. B. MacGregor. (Absent: Miss E. Mallett).

BULLDOG-ISMS FROM **GREAT BRITAIN**

Mae West's "I'm No Angel" which has proved about the most talked-of picture that has ever hit Britain is doing colossal general release busi-Here is a personal slant from Earl St. John, Director of Paramount's British Theatres:

British Theatres:

"I'm No Angel" has shattered practically every record on the Paramount circuit. At Cardiff the picture played to business that had not been equalled during the last three years, and in Manchester Box Office receipts were equalled only by those of the opening week of the theatre several years ago. "At Leeds the position was similar to this. We opened at Newcastle on Easter Monday to business that I have no hesitation in describing as absolutely phenomenal. During that day alone fourteen thousand people paid for admission!

or admission!
"Our experience showed that Mae
West is enjoying one of the most ex-traordinarily meteoric rises to box of-fice fame this business has ever known."

Gwen Gill, Scottish girl who was successful in the "Search for Beauty" Contest has been getting big space in the Scot's Press.

Richard Arlen in Europe on vacation has been getting a good break in the British Press. Although London Office has private instructions not to work Arlen too hard as he is having a well deserved holiday, he has proved himself such a good fellow that the Press has done him proud. The British Broadcasting Company gave him time on all National Transmitters and Arlen talked for ten minutes to twenty million odd British radio fans.

British feet are now stepping it out in the "Raftero". Big National dance teachers' meet, which shortly takes place at Blackpool, famous British holiday resort, will see the "Raftero" All very good for "Bolero!"

This is how 'The Cinema', London versary of the Plaza, London:

"WE'RE NOT DRESS-ING"

"I personally believe 'We're Not Dressing' to be one of the merriest and most tuneful farce comedies that Paramount has made in many a year. We should see new peaks of popularity topped by Bing Crosby in this one, and the rest of the cast give splendid performances, 'We're Not Dressing' should have your fullest support in its exploitation and distribution. J. W. H. Jr.

"The Plaza was, I believe, the first of the American huilt shop windows, and I'm letting out no secret when I say it was only expected to be a shop window. Good films and wise showmanship have made it such a paying commercial proposition that I doubt if the house has had a debit week to its name. A model of how a house should be run, with a staff unexcelled for their efficiency and courtesy, the Plaza is an institution the West end could not do without and a nursery of showmanship into the bargain.

"Daily Mirror", National newspaper with 1,000,000 daily sale, carries story from Montague Goldman, Paramount's General Sales Manager, describing British Renters' new plan for avoiding overlapping of big pictures on release and introducing the names of half a dozen forthcoming Paramount films.

CHAS. BALLANCE GAVE "ALICE" EVERYTHING HE HAD IN INDIA

Our reference of course is to "Alice In Wonderland," which picture was given an auspicious premiere in India several weeks ago. General Manager Charles B. Ballance realized that he had a valuable property in this very unusual picture and saw to it that the film was exploited and publicized to the limit. He has sent us many newspaper advertisements which strengthen the force of this statement, and we hasten to congratulate him on both the composition and force of these announcements.

BELANGRIJKE PARAMOUNT **NIEUWS BERICHTEN**

Te beginnen met deze editie is onze maandelijksche publicatie in omvang toegenomen, hetgeen voor U een aansporing zal sijn om ons meer nieuws berichten toe te zenden.

De afdeeling belast met het uitzenden van nieuws betreffende onze films is eveneens permanent. Wij hopen, dat deze productieberichten U een beter en ruimer begrip geven van onze leus: 'Ken Uw Product'

De brief van den Heer Hicks over 'The Scarlet Empress' (de Rhoda Keizerin) is van buitengemeen belang voor elken Paramounter. Wij hopen, dat U iemand vindt om den even krachtigen, als inspireerenden takst van dit schrijven voor U te laten, in-dien U de Engelsche taal niet machtig bent.

Benevens bovengenoemde film, zult U van tijd tot tijd veel van ons hooren over Cecil B. DeMille's filmwerk Cleopatra'. Dit is een typische De-Mille productie.

Hierbij richten wij felicitaties aan den Heer en Mevrouw George Weltner. De Nieuwe wereldburger, op 13 April geboren, heet John Sigmund.

Americo Aboaf, de leider der Italiaansche divisie, staat nog steeds aan het hoofd van het maandelijksche ranglijstje. Ofschoon er gemompeld wordt dat een andere divisie binnenkort den Heer Aboaf van zijn hoogen zetel zal verdrijven, moeten wij dit eerst zien, voordat we't gelooven.

De Publiciteits afdeeling van Paramount heeft thans een staatje van de komende producties in voorbereiding. Het is zonder twijfel de imposantste lijst van films, welke ooit onder het handelsmerk van Paramount in omloop gebracht zijn. Sommige dier films zullen vermoedelijk tegen het eind van dit jaar door U Gedistribueerd worden, hetgeen Uw percentage ongetwijfeld zal opvoeren.

Dat nieuwe productie nieuws, waarvan wij zooeven spraken, zal de namen van nieuwe, groote sterren in het film firmament bevatten - namen, die wij nog niet bekend mogen maken, daar dit het werk is van een andere afdeeling. Maar wij durven te wedden, dat zij ons handelsmerk eer zul-

len doen.

Names of Vital Significance: DIETRICII in "Scarlet Empress"

DE MILLE'S "Cleopatra"

BRISSON in "Murder at the Vanities'

De heer Emanuel Cohen verklaarde, na eenige productie conferenties in het kantoor van den Heer Adolph Zukor,

(Continued from Col. 1)

importanza non puo' sfuggirvi. Una volta ancora, "L'Imperatrice Rossa' e' la piu' grande pellicola che Marlene Dietrich abbia mai fatto. dat onze films in 't vervolg van meer internationaal karakter zullen zijn, dan in voorgaande jaren, hetgeen verblijdend nieuws is voor de buitenlandsche Paramounters. Bovendien is

de Heer Hicks thans toegevoegd aan den productie raad. En wij herhalen, dat The Scarlet Empress de grootste Marlene Dietrich

film is.

WICHTIGE PARAMOUNT **NACHRICHTEN**

Wir haben, wie Sie aus dieser Ausgabe ersehen werden, unseren Internationalen Nachrichtendienst erweitert, und wir hoffen, dass Sie unserem guten Beispiel folgen und uns mehr und eingehendere Berichte übersenden werden.

Ferner ist eine neue Spalte gegrundet worden, die Sie über alle kommenden Filme unterrichtet. Dies. Neueinrichtung wird hoffentlich dazu beitragen, dass Sie unserem Leitspruch 'Lernen Sie Ihr Produkt Kennen" ein volleres Verständnis entgegenbringen.

Mr. Hick's Schreiben über "Scarlet Empress" ist äusserst wichtig und sollte von jedem einzelnen Paramountler gelesen werden. Sollten Sie der englischen Sprache nicht mächtig sein, so bestehen Sie auf eine Uebersetzung. Die Botschaft enthält diverse wichtige Punkte.

Ein anderer Film, über den Sie in jeder Ausgabe etaws lesen können, ist Cecil de Mille's "Cleopatra". Alle, und ganz besonders die Auslandsabteilung, hat sich seit Jahren einen derartigen Film von Mr. de Mille gewünscht. Jetzt kommt er. Sein Schicksal liegt in Ihren Händen.

Wir möchten Mr. und Mrs. George Weltner an dieser Stelle zu der Geburt ihres Sohnes - John Sigmundgratulieren, welcher das Licht der Welt am 13. April erblickte.

Americo Aboaf, der Filialleiter für Italien, steht nach wie vor an der Spitze. Es wird gemunkelt, dass eine andere Filiale ihm im nächsten Monat den Rang ablaufen wird. Aufgepasst. Signor Aboaf!

Wenn Sie diese Ausgabe erhalten steht "The Scarlet Empress" aller Wahrscheinlichkeit nach schon auf dem Programm des New Yorker Cri-

terion Theaters.

Momentan arbeitet die New Yorker Propaganda-Abteilung mit Hochdruck an Paramount's Jahrbuch für 1934/35 Dieses Buch wird Sie angenehm überraschen, denn es zeigt eine Filmkollektion an, wie sie noch nie unted der Paramount Schutzmarke vereint war. Sie werden wohl einige Filme bereits Ende dieses Jahres verleihen können und der eine oder der andere Film wird sicherlich viel dazu beitragen, um Sie über das letzte Hindernis der für den Sieg der Internationalen Quota ausschlaggebenden Monate hinwegzuhelfen. Vielleicht als Sieger. Wer weiss?

Das neue Arbeitsjahr vereint, nebenbei bemerkt, eine grosse Anzahl Stars des Filmhimmels unter dem Paramount Banner. Heute dürfen wir noch keine Namen bekanntgeben, aber Sie können glauben, dass Ihnen manche angenehme Ueberraschung bevorsteht.

"THE SCARLET EM-PRESS" will Provide Red-Letter Days for Theatres of the World!

Anlässlich verschiedener Produktionsbesprechungen, die im New York Büro von Mr. Adolph Zukor abgehalten wurden, verkündete Emanuel dass Cohen. man Wünsche von Paramount International

(Continued on 4th Col.)



AUSTRALIA'S POSTER CONTEST FOR "ALICE"

"Alice In Wonderland" had a national day and date release in Australia and New Zealand at Easter of this year. John E. Kennebeck, managing director of the organization, had his advertising and publicity forces engineer a gigantic exploitation campaign for the picture, one of the high notes of which was a contest for the designing of a special poster.

Judges in the contest were James MacDonald, Director of Sydney's National Art Gallery (at left), Hermann E. Flynn, Paramount's advertising manager; and Sydney Ure Smith, prominent Australian artist and critic. They are shown here with the winning poster, submitted by John Rule, of Melbourne. In the group picture of designs the winning one is at the extreme right of the second row.

All in all it was a swell piece of valuable exploitation, not only for this picture but the Paramount good-will it deserves the highest compliments.



generally and everyone connected with



RIO DE JANEIRO. Cecil B. De Mille's name means a powerful lot in the Brazil capital, as this shot of the exterior of the Odeon Theatre by night reveals. The picture is "This Day and Age," for which the electric lights sparkled very brightly, and the box-office receipts tinkled musically. General Manager John L. Day's enthusiasm for the Paramount product finds frequent colorful expression in the form shown above.

Barcelona office deserves plenty of congratulations for the very effective publicity folder issued in connection with the local presentation of "Lady

Lou" ("She Done Him Wrong").
Australia's campaign in connection with "Cradle Song" is a most inspir-ing example of what can be done when an entire Division gets wholeheartedly behind a picture that they believe in implicitly.

Charles Ballance, who keeps us very well posted on exploitation and publicity activities in India, certainly gave the Indian audiences plenty of en-Imperial Theatre."

EXPLOITATION JOTTINGS | couragement to see Mae West in "I'm

For the same picture, John Armstrong, in charge of advertising and publicity of our theatres in Great Britain, issued a card bearing Mae West's name, giving the address and telephone number of the Carlton Theatre, and nau name card Mae's famous line, "Come up became London sensations in no time.

"If I Had A Million," For Rome office issued very realistic checks for One Million Lire each. The checks were drawn on "The Bank of the

BLUE RIBBON FLASHES FROM AUSTRALIA

Putting over one of the biggest scoops in the history of show business in Australia, Paramount predominated the screen of almost every first release house in the country over the Easter holiday period.

Credit for this big shot in the Blue Ribbon Bunch Victory Year Cam-paign goes to General Sales Manager W. Hurworth with Syd. Herbert of the Film Service Department putting in nice work.

"Alice in Wonderland" was simultaneously released at the Plaza Thea-Sydney; the Lyceum Theatre, Melbourne; the Tivoli Theatre, Brisbane; the York Theatre, Adelaide; the Plaza Theatre, Launceston; the Strand Theatre, Hobart; and the Grand Theatre, Perth; Newcastle also saw a host of first release pictures during the holidays. "Cradle Song" was the Easter attraction at the Civic Theatre, Auckland, and the DeLuxe Theatre, Wellington.

"Design for Living" and "Too Much Harmony" opened as an extended season programme at the Capitol Theatre, Melbourne, whilst in Sydney "I'm No Angel" continued its record-breaking run. As it was expected, this booking scoop brought in an avalanche of money.

At the Plaza Theatre, Sydney, "Alice in Wonderland" broke every known record at that house and it was claimed by the Management that the picture recorded more money at the box-office over Easter Saturday and Monday than any other theatre in Australia in proportion to the seating capacity. With a block-long queue outside the theatre as early as a.m. on Saturday morning, the Management decided at the last minute on an extra session at 9 a.m. This policy was retained for the balance of the season.

In other centres the "Alice" business was just as sensational. Gordon Brookes, Branch Manager of Brisbane wired Mr. Kennebeck - "Tivoli opened to capacity with Alice stopped selling tickets 11 a.m. stop booked out matinee performance exceptionally heavy bookings tonight stop bookings heavy for Monday".

From Launceston came the follow-

ing:
"Alice programme broke record first and second day Plazy Launceston best opening day Strand Hobart in three years weather hot advance bookings tremendous".

Paramount's Capital Theatre in Melbourne evidently got a big share of the holiday dough according to General Manager James L. Thornley. He wired - "Design for Living and Too Much Harmony despite oppressive weather opened capacity business stop audience reaction looks set for splendid run".

(Continued on Page 12)

(Continued from 1st Col.)

Corporation in Zukunft mehr berücksichtigen wird, indem Sujets mit in-ternationalem Einschlag bevorzugt werden. Diese Nachricht ist erfreulich, umsomehr wenn man bedenkt, dass Mr. Hicks ein Mitglied des Komitees für Sujet Auswahl ist.

Marlene Dietrich wird, unserer Ansicht nach, erst im Film "The Scar-let Empress" die richtige Gelegenheit gegeben, wirklich den Gipfel ihrer Kunst zu erreichen.



SR. JOSÉ VIDAL GOMIS



SR. S. VIDAL BATET



SR. CASIMIRO BORI



SR. SAURET



SR. A. PÉREZ ZAMORA



SR. S. ROMANO



SR. ALBERTO PUEYO



SRTA. M. FÁBREGAS







SR. H. A. LANDSBERGER



SR. JULIO MORALES



SR. JUAN MONLLONCH





SR. E. GUINOVART

SR. E. AGUILAR MEN AND WOMEN OF SPAIN AND PORTUGAL

These Are The Quota-Minded Matadors Who Have Pledged Their Every Effort to Make Matador Messeri's Challenge on Page 3 Ring True!

(Continuación de la página 4) hacer durante la temporada de 1934 a 1935 un minimo de cuatro películas, una vez terminadas las cuales será opcional emprender la filmación de cuatro más. Es el otro el concluido con George Raft, que se compromete a trabajar exclusivamente para la Paramount por espacio de varios años. Raft, que viaja en la actualidad hacia Europa, estará de regreso en Hollywood en cosa de cuatro semanas.

-En diversas reuniones celebradas en Nueva York en el despacho de don Adolph Zukor, don Emmanuel Cohen se ha reiterado en su declaración de que, por lo que toca a la Paramount International Corporation, se cuidará en este año más que en otro alguno de que disponga de películas adecuadas al gusto de los públicos extranjeros. Tal noticia, por decir lo menos, les sabrá a miel a todos. Hay además la de que el señor Hicks pertenece a la junta de proyectos, en la cual se trata de todo lo relativo a la producción; noticia ésta cuya importancia no necesita encarecimiento.

-Diremos una vez más que "Ca-pricho Imperial" ("The Scarlet Empress") es la mejor de todas las pelí-culas de Marlene Dietrich.

BLUE RIBBON FLASHES

(Continued from Page 11)

Sydney is still holding a big lead in film rentals in the Blue Ribbon Bunch Victory Year Drive according to the figures as at March 24th supplied by

Perth are making a forward move and have jumped from fifth to second position and are steadily overhauling Sydney's big lead.

the way to Sydney and Brisbane.

Quite an important barrage in the Sales Campaign of the Blue Ribbon Drive is the special Sales Bulletin which are going forward regularly from all Branch Managers to Exhibi-tors. Originated by George Nacard in Perth, the Bulletins contain excerpts of letters from Exhibitors lauding our product, and besides other important information contain a summary of our forthcoming pictures.

When George Nacard sent the first one out some months ago he received such excellent results that Mr. Hurworth has had the idea followed up by other Branches.

Some time ago, Mr. Hurworth made a special appeal to his sales force to "The Sign of the Cross" placed in every possibility. The boys in the field have responded splendidly to reach the goal of 100% distribution on the picture and already the de-

A.W.L. Naylor, Head Office Statisti- | bilities. Perth is doing the best of the cian. George Nacard and his boys at Branches with all but 7 possibilities

An important deal was signed recently by Mr. Hurworth when he sold Mr. W. Herbert of Herberts Thea-In Al Sales Launceston is showing tres, Newcastle, first release in that centre for our 1934 product.

> The deal covers the three theatres at Broadmeadow, Islington and Hainilton and was effective March 31st when Dorothea Wieck's "Cradle Song" opened at the three theatres.

Max Lovett, recently appointed manager of the Sydney Ad Sales Department, is putting in wonderful work on the sale of Ad Sales. His figures for week ending March 24th were the best recorded by that Branch for over twelve months.

Len Jones, Manager of Head Office Ad Sales, is making a drive among his boys for the sale of half a million couriers (heralds) on "Song of Songs". As the picture still has to play many more important centres together with the majority of suburban theatres in all States, there is an indication of this figure being doubled.

Mr. John E. Kennebeck, Manag-Mille special has been sold to 637 theatres out of a total of 899 possiing Director of the Blue Ribbon

portant deal in the signing of the Birch Carroll and Coyle Circuit of Queensland for our 1934 Product. The circuit is perhaps the most important country group of theatres in Australia. The new contract will cover de luxe houses in Bundaberg, Cairns, Townsvile, Ipswich, Toowoomba and Rockhampton.

(forsättning från sidan 9)

nationella Corporation kommer att bli vida bättre omhändertagen än någonsin förut, då alla nya filmer göras med tanke på utlandet - mycket mer än någonsin förut. Vilket minst sagt är oerhört glädjande nyheter för oss alla. En glädjande nyhet är också den, att Mr. Hicks är en av de viktigaste medlemmarna av den rådgivande kommité, som diskuterar och bestämmer allt, som har med den aktuella produktionen att göra. Ett faktum, vars värde ni ögonblickligen kan förstå.

"MURDER AT THE **VANITIES**"

Its World Appeal Was Made to Order for Us!

Ännu en gång: "Den Röda Kejsarin-n" är den största film Marlene Dietrich någonsin gjort.

Watch Our Wow of a Quota Cartoon Next Month!

Paramount International News

Vol. I, No. 12

JUNE 1, 1934

PRICE: Your Conception of Paramount's Good Will

HOW THOSE ITALIANS ARE LAUGHING!

COMPREHENSIVE SALES-EXPLOITATION CAM-PAIGN IN AUSTRALIA NETTING OVERWHELMING SUCCESS

Hurworth Outlines Idea Worthy of Transplantation to Any Territory Thinking of Winning Quota Contest

A recent Trans-Pacific mail carried to New York from General Sales Manager William Hurworth in Australia the nucleus of a sales campaign which is about as complete in scope and as practical in execution as any that we have seen to date in any part of the world. In authorizing its partial reproduction in Paramount International News, Mr. Hicks has been of the belief that a campaign of this kind can be of more than material benefit to any and every territory which has serious intentions regarding the winning of the 1934 Quota Contest.

The contest, states Mr. Hurworth, originated in George M. Nacard's Perth exchange. This energetic mauager was content not merely with circularizing his exhibitors with details concerning the coming product; he sent them in addition to peppy sales talk, the kind of evidence which in itself is the best sales talk in the world—the quoted evidence of other exhibitors who had already played some of the pictures and who were highly pleased as a result.

In this way his regular budgets of information came to be human documents, and dealing with human nature as they did, it became human nature for each and every exhibitor in the West Australian territory to want to see his name and an account of his exploits set forth in Mr. Nacard's budget of news.

The idea was soon standardized by Sydney Head Office, Mr. Hurworth ordering its duplication in every exchange. Also, he did not limit the praise in behalf of Paramount to specific pictures, but ordered that the bulletins earry any specific instance of praise for Paramount's service, or jubilation over signing a Paramount contract. In other words, he wanted every exhibitor in every state of the Australian Commonwealth to know of every bit of good-will towards Paramount that was in existence.

These bulletins were of course mimeographed in each Paramount exof their Apennine eyries.

WILLIAM HURWORTH





GEORGE NACARD

change, but every letter accompanying them was personally signed by the branch manager, and they were addressed to each exhibitor personally.

The idea doubtless has a corresponding value in every Paramount territory throughout the world, and if there are any more details concerning it which would interest you, be sure and ask us. We want you to get every Quota-Contest aid that's available.

They Have Named Themselves "The Roman Eagles" Because They Are Flying So High Nobody Can Reach Them

It's simply a job of straight reporting to tell all the rest of the Paramount Internationaleers that the Italian Division is flying so high that they appear to have the laugh on the rest of the world. But it's also another job of straight reporting to record that old motto of "He Laughs Best Who Laughs Last," and to go on record with the fact that our standings pictured on Page Three are but as of May 15th, with just a month and a half to go before the end of the First Six Month's Quota Contest, and the possibility of many changes.

JOYFUL RECEPTIONS FOR NEWS OF GARDEL SIGNING

When the news went out from Mr. Hicks that Gardel had signed a contract for the making of Spanish features for Paramount distribution, the cables came flashing back expressive of the joy of the men in the Spanish field.

"Congratulations for acquiring Gardel. The news will knock the exhibitors Paramount," flashed Arthur Pratchett from Cuba. "Wonderful acquisition, thanks," was Benito del Villar's laconic message from Chile. "Pulitzer prize news flash of the year," was John B. Nathan's comment from Argentina.

We've stood on the sidelines of a great many of these stirring and spirited contests so we know that some surprising things have happened in the past, and can just as easily happen again. We've seen Divisions swayed by over-confidence topple towards the end because they have lacked the proper momentum to carry them through. We have likewise seen 'deadbeats' (or so the others thought) come from the ruck and romp home to victory. And so, while we think that it's all good and proper for the Roman Eagles to have the merry ha-ha right now, we're not laying any odds on their being the ultimate winners. In fact there is no winner until the figures go up at the end of the contest, and you know as well as we do that that time is not with us yet.

One thing we do know is that although some of the leading balloons in last month's stratosphere placings did not change their plac-

(Continued on Page 2)

HERE'S A STOP PRESS CABLE TO TIE IN WITH OUR HEADING ABOVE

The heading was our own idea, but after we had written it we were bucked considerably to read the following cable that Director of the Roman Eagles, Americo Aboaf, sent to Mr. Hicks:

HAVE JUST CLOSED IN HIGHEST SPIRITS AND ENTHUSIASM ANNUAL MANAGERS' CONVENTION ITALIAN PARAMOUNT AND BOYS JOIN ME IN SENDING YOU GREETINGS AND WORD OF ASSURANCE THAT THE ROMAN EAGLES WILL ALSO THIS YEAR BREAK ALL PRECEDING RECORDS.

No wonder the Roman Eagles are eackling merrily from the heights of their Apennine eyries.

Paramount International News

Published on the first of every month preceding issue date from the Para-mount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry. Edited by Albert Deane.

Vol. I June, 1934 No. 12

NEXT MONTH WILL SEE SPECIAL "CENTRAL EUROPE" ISSUE

The fact seems inescapable that the modesty of those Paramonni Legionnaires of the Central European countries has been keeping their names out of these columns. We have deeply regretted this, and have tried by cajolery and all other gentle ways to get the news.

However, these plans having failed, we have resorted to deepdyed trickery, and have evolved a scheme whereby we can get news of the Paramounteers of Austria, Hun-Rumania, Czecho-Słovakia, Jugo-Slavia, Poland, Latvia, Lithuania, Esthonia and Bulgaria. We don't know whether all of the news will be in New York in time for the July issue, but certainly some of it will be.



DIETRICH POSTERS

Reproduced above is a special painting by Kosleck which is being used on one of the American posters of "The Scarlet Empress' which we are going to use on at least one poster for this picture prepared in every territory making its own paper. Specific instructions to this effect are going out from Home Office.

JOHN L. DAY, Jr. ARRIVES

May 24th, a bright, sunshiny day, saw the arrival in New York of John L. Day, Jr., our South American general manager. He was accompanied by Mrs. Day and their two splendid daughters and will remain in the United States for the annual Convention to be held in Los Angeles.

HOW THOSE ITALIANS ARE LAUGHING

(Continued from Page 1)

strued as prophetic. For instance Del Villar's Chilean bunch, who happen. there was the switch of Day's Bra- advanced from Fourteenth to Thirzilians from Eleventh to Ninth, dis-teenth. placing thereby Kennebeck's Blue Ribboners, and Schaefer's Central more publications of these stand- desire to laughter which seems to European Division. Two bounds ings in this First Six Months, be so peculiarly their right at the

upward like that is something to be Quota Contest before the final fi- present time.

ings in the contest, there were some | reckoned with. And none the less | gures are set forth in the nature of shifts which might easily be con-prophetic was the upward step of results, and in that time plenty can

> Perhaps in that time some of you really figure that you can de-Remember this: there will be two prive those Roman Eagles of the



THE CARLTON

It is evident from this decorative glimpse of Paramount's Carlton Theatre in London that Miss Dietrich has always provided the house with queues.

WORLD PREMIERE OF "THE SCARLET EMPRESS" IN LONDON IS A THUNDER-OUS ACCLAIM OF MARVELOUS PICTURE

Wednesday, May Ninth, is a scarlet day in the history of Paramount International Corporation, for on the evening of that day one of the mightiest pictures in all Paramount history was given a tremendous world premiere at London's lavish Carlton Theatre, Part of the glittering cavalcade of ceremony which attended the event was due to the occasion of the world premiere, but mainly the attraction was the advance-heralded wonder picture starring Marlene Dietrich, produced under the direction of Josef von Sternberg. We can think of no better way to picture for you with words the sparkle of the happening than by quoting two stirring long cables which Mr. Hicks received from Mr. Graham the day following the premiere:

THE CABLES

EMPRESS WORLD PREMIERE DISTINGUISHED AUDIENCE INCLUDED AUSTRIAN AMBASSADOR RUSSIAN AMBASSADOR BOLIVIAN MINISTER VISCOUNTESS FURNESS VISCOUNTESS CASTLEROSSE PRINCE ALI KAHN LADY JULIET DUFF COUNTESS POULETT AND CREAM OF SOCIETY AND STAGE STOP HUNDREDS IN BOOKING QUEUE SEVERAL HOURS BEFORE OPENING STOP AUDIENCE REACTION MARVELOUS PRODUCTION STOP PRODUCTION GOOD BOX OFFICE FOR MASSES ON STAR APPEAL STOP EVERYBODY IMPRESSED BY DIE-TRICH PERFORMANCE STOP NEWSPAPER COMMENTS GENERALLY ACKNOWLEDGED GLAM-OUR OF STAR BIGNESS OF SPECTACLE AND ARTISTRY OF PRODUCTION STOP TRADE PAPER REVIEWS VERY GOOD AWAITING WEEKEND PRESS.

– AND –

 $DAILY\ MAIL\$ QUOTE FROM A SPECTACULAR POINT OF VIEW SCARLET EMPRESS IS STUPENDOUS AND AS ENTERTAINMENT IT IS ALTOGETHER IRRESISTIBLE STOP JOSEF VON STERNBERG EMPLOYING THE ENTIRE RESOURCES OF HOLLYWOOD HAS CONTRIVED A PRODUCTION WHICH WILL LEAVE FILMGOERS DELIGHTED AND DAZED UNQUOTE DAILY TELEGRAPH QUOTE SCARLET EMPRESS DEALING WITH THE STORY OF CATHERINE THE GREAT OF RUSSIA REVEALS HER STRENGTH AND WEAKNESS IN GREAT PICTORIAL SENSE AND WITH AN ADROIT USE OF CLOSEUPS STOP MISS DIETRICH LOOKS AS LOVELY AS EVER STOP NEW'S CHRONICLE QUOTE THIS FILM OF HOLLYWOODISH TOUCHES AND YET EVER STOP NEWS CHRONICLE QUOTE THIS FILM OF HOLL) WOODISH TO CHES AND THE GIVES A BETTER IDEA OF THE BARBARIC COURT OF THE CATHERINES THAN THE PICTURE IN WHICH BERGNER WAS THE STAR STOP IT IS RUSSIA OF THOSE DAYS TRANSLATED INTO THE LANGUAGE OF HOLLYWOOD STOP DIETRICH HERSELF LOOKS VERY HANDSOME STOP UNQUOTE DAILY MIRROR QUOTE SCARLET EMPRESS IS ENTIRELY DIFFERENCE OF PROBLEMS OF PROBLEMS OF PROBLEMS OF SUB-FERENT FROM THE OTHER CATHERINE OF RUSSIA FILM THE PRODUCER TREATING SUB-JECT IN DISTINCTLY CYNICAL VEIN STOP MARLENE GIVES A STRIKING PERFORMANCE ANO LOOKS AN ALLURING FIGURE STOP THIS LAVISHLY STAGED SPECTACULAR PRODUCTION COMBINES HISTORICAL FACT WITH ROMANCE WHILE THE UNUSUALLY WEIRD BI-ZARRE SETTINGS, FORM A VIVID CONTRAST TO THE GORGEOUS UNIFORMS STOP MAR-LENE AS ALWAYS DOMINATES THE PICTURE AND ALL LONDON WILL FLOCK TO SEE HER LIGHTHEARTED PORTRAYAL OF THE COME UP AND SEE ME SOMETIME CATHERINE UN QUOTE DAILY EXPRESS QUOTE VONSTERNBERG HAS MASSED INTO ONE PICTURE THE SPECTACLES OF A DOZEN HOLLYWOOD EPICS STOP SCARLET EMPRESS IS REALLY AN ESSAY IN BRAVE FILM PAGEANTRY UNQUOTE THE TIMES QUOTE ACTUALLY A REMARKABLY ORIGINAL FILM STOP IT IS CERTAINLY ENTIRELY UNLIKE IT'S FORERUNNER IN EVERY PARTICULAR AND ENTIRELY UNLIKE MAJORITY OF HISTORICAL FILMS STOP AS THRILLING AS ANYONE COULD WISH A FASCINATING AND INTENSELY DRAMATIC SPECTORS TACLE STOP UNQUOTE EVENING NEWS QUOTE IT MAY NOT BE ART OR HISTORY BUT IT IS BOXUFFICE STOP SHE MARLENE LOOKS LOVELY AND REGISTERS NECESSARY EXPRESSIONS MOST ATTRACTIVELY UNQUOTE TODAYS CINEMA QUOTE NO MORE ELABORATE AND COSTLY FRAME FOR A STARS BEAUTY CAN HAVE BEEN DEVISED THAN THE PARAMOUNT STAGING OF SCARLET EMPRESS STOP TECHNICAL QUALITIES ARE WELL UP TO PARAMOUNT STANDARD THE PHOTOGRAPHY IS SUPERB THE RECORDING FLAWLESS AND PRODUCTION VALUES GENERALLY FIRST CLASS STOP THAT PATRONS WILL FLOCK TO SEE MARLENE DIETRICHS CHARACTERIZATION OF CATHERINE THE GREAT IS FOREGONE CONCLUSION AND FILM THEREFORE APPEARS A PREDESTINED BOX OFFICE PROPOSITION UNQUOTE TODAYS *DAILY FILM RENTER* QUOTE SPECTACULAR PRODUCTION IN CHARACTERISTIC STERNBERG MOULD STOP STIRRING CLIMAX STOP SETTINGS AND PRODUCTION VALUES ARE MAGNIFICENT STOP FILM SHOULD DO BIG THINGS AT BOX OFFICE WITH STARS NAME AS ACE DRAWING CARD STOP SUPERB SETTINGS STIRRING SPECTA-CLE AND A FINE PERFORMANCE BY MARLENE DIETRICH ARE THE HIGHLIGHTS OF EM-PRESS UNQUOTE STAR QUOTE THOSE WHO GO TO SEE MARLENE DIETRICH WILL FIND HER LOVELIER THAN EVER

MR. SCHAEFER HEADS THEATRE COMPANIES!

Neil Agnew, Gen. Sales Mgr.

Mr. George J. Schaefer, vicepresident of Paramount Pictures Distributing Corporation, was named President and elected a member of the board of directors of Famous Theatres Corporation and Paramount Theatres Service Corporation, according to an announcement by Mr. Adolph Zukor, president of Paramount.

Mr. Schaefer fills a vacancy left in these two Paramount subsidiary corporations by the recent resigna-

tion of Ralph A. Kohn.

Because of the steadily increasing scope of his activities as general manager of Paramount and its subsidiaries, Mr. Schaefer has appointed Neil F. Agnew as General Sales Manager in charge of Distribution. Mr. Agnew formerly served as Assistant Sales Manager.

The division managership vacated by Mr. Agnew's promotion has been filled by another promotion, that of Charles M. Reagan, District Manager of Chicago, Detroit, Milwaukee and Indianapolis, who becomes Western Division Manager.

J. Edward Fontaine, District Manager of Cleveland, Columbus, Pittsburgh and Cineinnati, has been promoted to Reagan's former post—a more important territory.

Harry H. Goldstein, Branch Manager of the Pittsburgh Exchange, has been promoted to District Manager of the Cleveland, Columbus, Pittsburgh and Cineinnati territory. His post will be filled by Dave Kimelman. Pittsburgh Salesman.

FUTURE PROSPECTS IN HOL-LAND ARE GLITTERING



Charles Pecreboom

According to a brief but pungent report from Mr. Schaefer, Holland looms up as the territory to be watched most closely by those other divisions which think they have any future quota contests cinched. Listen for a moment to

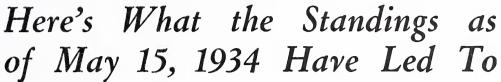
what Mr. Schaefer reports about Charles Peereboom's Hollanders: "The selling season for 1934/35 has

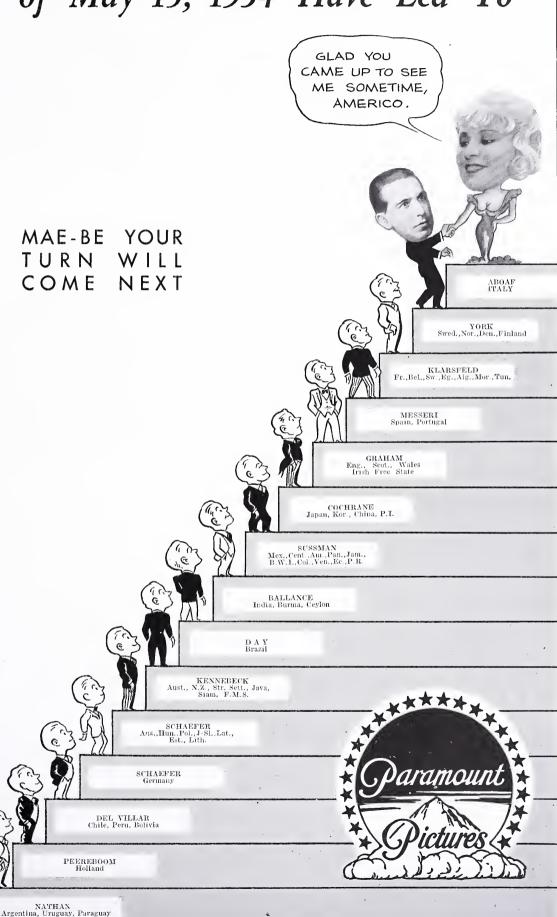
"The selling season for 1934/35 has already begun in Holland and I am very happy to advise that we have closed contracts in 23 situations. (This was a month ago. Ed) In comparing the total business in these 23 situations with the business contracted for 1933/34, I find that we have a total increase in contracted business of 18%. This in spite of very trying industrial conditions now existing in Holland:"

Well, 'trying conditions' they might have been, but they didn't stop the Holland division from trying harder than eyer.

GUS SCHAEFER HEAD-QUARTERS IN PARIS

Because of an easier accessibility to the many territories under his direct jurisdiction, Gus J. Schaefer, general manager of Germany and Central Europe has transfered his office to Paris from Berlin, where he will be in much closer contact with General Foreign Representative Fred W. Lange. This move became effective May 15th.





NOUVELLES DU MOIS A **PARAMOUNT**

Le mois prochain, le numéro entier de Paramount International News sera consacré à la Convention Internationale qui s'ouvrira le 18 juin à Los An-Nous aurons pour vous de numbreux messages de grand intérêt, et des photographies documentaires à

La première mondiale de "The Scarlet Empress" a eu lieu au Carlton Theatre de Londre, le 9 mai. Ce fut l'une des plus brillantes premières dans l'histoire de la cinématographie, et elle lança ce magnifique film dans sa carrière internationale de gloire et de succès

M. Weltner est revenu à New-York il y a quelques jours après un voyage d'affaires très réussi à Haiti et à la Jamaique.

"Cleopatra", la production de M. Cecil B. DeMille, a été terminée et la première impression du film sera probablement déroulée en avant-première devant les délégués à la Convention.

Entretemps, nous pouvons vous confier que nous croyons que "Murder At the Vanities" n'est pas seulement un film délicieux, mais aussi une production musicale qui, nous sommes absolument certains, remportera un des plus grands succès.

Ce film montre plus de belles demoiselles, dont les costumes brillent par leur absence, que nousnen ayons jamais vues dans n'importe quel autre film.

Nous annonçons avec le plus grand plaisir que M. George I. Schaefer a été avancé à un poste qui le met sur un rang que dépasse seul M. Zukor en ce qui concerne les responsabilités de la Compagnie. Son ancien poste de General Sales Manager (Directeur général des ventes) est efficacement occupé par Neil Agnew, à l'emploi duquel a succédé Charles Reagen. Ces avancements ont entrainé toute une série d'autres avancements sur toute la ligne dans le département de la Distribution domestique. Tout ceci est évidemment conforme à la tradition de Paramount de choisir les titulaires de postes avancés dans les rangs de son propre personnel.

Le nouveau film de Mae West, "It Ain't No Sin", a été entièrement tourné et sera édité pour la distribution d'ici quelques semaines. Les experts du studio proclament que c'est la plus brillante caractérisation de Mae West, et nous nous attendons à une vague mondiale d'enthousiasme même plus grande que celles que provoquèrent ses deux autres films.

Pour ainsi dire chacun des films du nouveau groupe Paramount pour 1934-1935 possèdera une ou plusieurs chan-Ce sera vraiment une année

M. Zukor est retourné à Hollywood. Il restera là pendant plusieurs mois vu que la nomination de M. Schaefer à son nouveau poste épargne à notre Président de nombreuses préoccupa-

Et parlant de nouveau de Hollywood, quand le compte-rendu de la Convention sera publié dans notre numéro du mois prochain, vous y trouverez dans déclarations de M. Hicks le plus encourageant des messages écrits jusqu'à ce jour par un dirigeant de Paramount.

Le nouveau film de Gary Cooper, déjà en voie d'exécution, est intitulé "Now and Forever". Carole Lombard tient le principal rôle féminin. Quant à Cooper, on doit signaler que depuis



NORWAY'S KING DISPLAYS MARKED ADMIRATION FOR PARAMOUNT'S CONTRIBUTION TO FILMDOM

During the latter part of April the leading afternoon newspaper of there was held in Oslo a highly important Film Exhibition, to which Paramount contributed very materially. Reproduced at the right is a view of Paramount's exhibit, which is reported upon by Mr. Eriksen elsewhere in this issue, and above is pictorial evidence displayed by His Majesty King Haakon in the Paramount Trade Mark and the picture of our President, Mr. Zukor.

In this historically important picture there are also flashes of the Crown Prince of Norway and his wife, Crown Princess Martha, all of whom were interested spectators.

Mr. York's report covering all of the ramifications of this Film Exhibition also said: "Mr. Eriksen deserves a great deal of credit for the work he has done in making Paramount's participation in this exhibition such a prominent one. It is splendid publicity and is being talked about by every-We are most happy to cordially re-echo Mr. York's praise of Mr. Eriksen, which we can assure you is more than deserved.

Also accompanying the report were a souvenir book issued in connection with the exhibition, and a page from

IMPORTANT SOAP TIE-UP

way interfere with this fine work.

of such a tie-up is definitely apparent.

This same co-operation was extended

throughout the country, and in the

tion with a great many pictures.

Oslo, the Aftenpost, in which pride of place in the report on the exhibition was given to Paramount. In every way this entire demonstra-



tion of Paramount good will reflected the highest credit on all those Paramounteers who had anything whatsoever to do with it, and especially to that enterprising but unnamed Paramounteer who constructed a scale model of the original Paramount studio, portion of which can only be faintly seen in the smaller of the two illustrations above.



We are glad to offer you this proof and look for your continued co-operapast it has been extended in connection in connection with this very important matter.

MANADENS PARAMOUNT-**NYHETER**

Nästa månad kommer hela Paramounts "International News-häfte" att dedikeras från pärm till pärm till det stora internationella mötet, som öppnas i Los Angeles den 18de juni. Vi kommeratt delgiva eder många uppseendeväckande nyheter och nytt bildma-

"Den röda kejsarinnan" hade sin världspremiär på Carltonteatern i London den 9de maj. Det var en av de mest glittrande öppningar en film någonsin haft i filmens historia och startade denna praktfilm på dess ban av världsrykte och succes.

Mr. Weltner återvände till New York för några dagar sedan från en affärsresa till Haiti och Jamaica.

Cecil B. DeMilles film, "Kleopatra," är färdig och kommer att bli visad för första gången för mötets medlemmar. Därför hoppas vi att kunna delgiva eder slående nyheter om denna film i vårt nästa häfte.

Under tiden kunna vi omtala för eder, att vi äro övertygade om, att "Mordet i 'The Vanities' " inte endast är överdådig filmunderhålning, utan också kommer att bli en av de mest successfulla musikfilmer, som någon-sin gjorts. Den visar en behaglig samling vackra flickor, elegant avklädda, på ett mer frapperande sätt än någonsin förut.

Det gläder oss att kunna delgiva eder, att Mr. George J. Schaefer har blivit utnämnd till en högre post, som ställer honom främst näst i rang till Mr. Zukor i fråga om bolagets ansvarsfullaste arbete. Hans förra plats som försäljningschef har tillträtts av Neil Agnew, vars post i andra hand har tillträtts av Charles Reagan. Denna upphöjning har föranledt en hel rad av upphöjningar även inom det inhemska distributionsdepartementet, vilket framvisar Paramounts sunda väg att skjuta fram folk inom sin egen firma.

Mae Wests nya film, "De' ä väl inte synd", är nu färdig och klippes och skäres för tidig distribution - kanske redan om några veckor. Ateljéexper-terna påstå, att hon är bättre här än någonsin förut och vi vänta därför ett ändå större världsrykte för denna diva, än hon uppnått med sina två förra filmer.

Nästan varenda film i 1934-35 gruppen har en eller flera sångnummer. Det blir sannerligen ett "sångrikt"

Mr. Zukor har avrest till Hollywood, där han kommer att stanna för månader framåt. Då Mr. Schaefer har åtagit sig flertalet av bolagets tyngsta ansvar, lättar det för första gången vår chefs många bördor.

På tal om Hollywood, så kommer Mr. Hicks berättelser om det stora mötet att bli de mest lovande Paramounts-nyheter någonsin nedskrivna av någon av detta bolags chefer.

Den nya Gary Cooper filmen, som just nu är under inspelning, heter "Nu och för alltid," Carole Lombard är hans motspelerska. För att tala om Cooper, så är det verkligen högst intressant att notera, att hans "fan mail" (brev från beundrare) har stigit hela 25 procent sedan "Design For Living."

Henry Wilcoxon, som spelar den manliga huvudrollen i "Kleopatra," kommer att lanceras som ny Paramountstjärna. Han är den mest lo-vande nykomligen i Paramounts ateljéer med undantag av Carl Brisson, som fick ett nytt, stort Paramountkontrakt i lön för sin utomordentligt fina framställning i "Mordet i "The Vani-

(Continué Page 12)



HISTORICAL WORDS

This scene might easily be a reconstruction of that famous invitation scene that Cleopatra staged with Marc Antony in the hot desert sands of



Egypt two thousand years ago. haps Cecil B. De Mille is really getting the lowdown on what Cleopatra did say to Marc on that sex-sational occasion. It looks like a moon in the background, too, but actually it is merely a studio spotlight beaming down on Claudette Colbert and Henry Wilcoxon, as De Mille sat-isfies himself that they really know their parts before he goes ahead with another sequence of what is destined to be his greatest film creation -- "Cleopatra."

GARBO WAS PRESENT FOR BRISSON'S PREVIEW

When "Murder at the Vanities" was first previewed at the Westwood Village Theatre in Hollywood, May 7th, a member of the audience was Greta Garbo. Equipped with dark glasses and a knowledge of side en-trances, she was able to elude the photographers on the way out, but the reporters spotted her in the audience just after the picture started.

GRAPES FROM ARGENTINA

For one of the big scenes in "Cleo-atra," Cecil B. De Mille needed ten crates of grapes. As there were no grapes available in California at the time, due to the season, of course, De Mille had to cable Argentina for the bunches of fruit.

GARY COOPER'S FAN MAIL INCREASES

It is extremely interesting to note that since his appearance in "Design For Living," Gary Cooper's fan mail has increased more than 25 percent. This star is now under long term contract to Paramount, his first picture being "Now and Forever," with Carole Lombard.

"MURDER AT THE VANITIES" WILL BE ONE OF EUROPE GIVES PARA-THE MOST SUCCESSFUL PICTURES WE HAVE EVER DISTRIBUTED

One of the finest film thrills we have had here in New York in a long time was our first viewing of "Murder At the Vanities." I say this advisedly because the idea that I want to get across to you is that Paramount has done a memorably fine thing in waiting so long before turning out a musical film of this kind. In the past year or so you have seen several musical films in which actions were carried to extremes of exaggeration. But not so "Murder At the Vanities."

Here is a musicalized murder mystery, with plenty of both to more than satisfy even the most rabid fan. For those who want their entertainment spangled with glittering settings, ravishingly beautiful girls and pulsing songs — "Murder At the Vanities" is just what they are seeking. For those who want a murder mystery, with a titillating solution impossible of guessing in advance, plus an atmosphere so electric that the edge of the chair is ample seat space — then "Murder At the Vanities" is just their meat.

And inasmuch as the best of the film fans throughout the world are wild for both of these forms of entertainment, it is our guess that "Murder At the Vanities" will be one of the most completely satisfying films that Paramount or any other company has ever produced.

Therefore, here is my pledge to you that in "Murder At the Vanities" you have a motion picture that is a top spot in any film programme, and certainly a high-spot when it comes to talking in terms of distribution, and I am sure that when you see the film personally you will really agree with me.

JOHN W. HICKS, Jr



PARAMOUNT STUDIO PRESENTS — A TRUE CASE OF EAST MEETING WEST Out of the fragrant East a few weeks ago there came to Hollywood one of the wealthiest men in all the world — the Sultan of Johore, Sir Ibrahim In fact he is rated as the third wealthiest man on the globe. With him was his wife Her Highness the Sultana, Commig to Her Highness the Sultana. Commig to Paramount Studio in Hollywood the nature of the Sultan in Hollywood the na

NEW STAR



CARL BRISSON

It is with very complete satisfaction that we record the signing of a new long-term Paramount contract by Carl Brisson, famous Danish star of stage and screen, and a man now destined to become one of the outstanding romantic stars of the world's screens.

This reward to Brisson comes as the result of his superlative work in "Murder At the Vanities," and it is interesting to note that the new contract was provided him before the picture had a single public showing anywhere in the world.

The film is now in the Rivoli Theatre, New York, as you can see from evidence elsewhere in this issue. The booking managers of United Artists, which company controls the Rivoli, stated at their first screening of the picture that Brisson has great charm and appeal, and the same comments apply to every critic who has seen the picture. He is a new type, one who personifies the true spirit of romance and adventure.

We cabled the news to Europe as soon as the contract was signed, and have already heard from Mr. Lange to the effect that the boys in the European field are very much enthused over the acquisition of Brisson.



IDYLLIC IDA

This sea-idyll of one of Paramount's most promising young actresses was of course secured on the Pacific shore of America, where Ida Lupino was basking in the sun waiting for Richard Arlen's return from Europe so that she could commence work in her new picture, "Ready For Love."

RICHARD ARLEN IN PARIS

Recently on a tour of Europe, Richard Arlen, Paramount star, and his wife and young son, were very well entertained by Paramounteers in London, Paris, Rome, Milan and Venice. Our scenes here are of the Paris visit.



Top picture is of the arrival at Le Bourget airport in Paris, with Dick and the youngster at the right, Mrs Arlen of course in the fur coat, and Messrs Will Horner (at left) and Jack Plunkett, manager of publicity. in the background.



In the other picture the star can be recognized with the glass, while Mr Lange at the right and Henri Klarsfeld at Arlen's right are also readily recognisable. The gentleman at the left is Monsieur Chataigner, President de l'Association de la Presse Cinematographique Parisienne.

HOME OFFICE PREVIEWS

"Little Miss Marker"

You are going to fall in love with this picture as you have not fallen in love in years. Little Shirley Temple will do the trick, and when you see the picture you will be happy to know that the little girl will also be seen in "Now and Forever," which is presently in production. "Little Miss Marker" is one of those rich, human film pleasantries — romantic as a love story — which film andiences everywhere in the world love so well. It has Adolphe Menjou in the leading role. a fine piece of news for us all; and also in the cast are Dorothy Dell and Charles Bickford..

"Many Happy Returns"

Primarily this is a Burns and Allen comedy — but definitely not of the type that you have seen these comedians in before. Here they are part of a definite, well-ordered story, wherein they act as characters and not as incidental comedians. It is as riotons a story as we have beheld in a very long while, and for added measure there is the Gny Lombardo band supplying music at almost every turn of the crank. positive that you will get a great many hearty, happy laughs from this

"Thirty Day Princess"

The best comedy-drama Sylvia Sidney has ever made. And this charming star has been more agreeably photographed than in any other picture that she has ever appeared in. Sylvia plays dual roles, each of them distinctly different, and each one a cameo in itself. The story is finely chiseled and of an ease to understand by any audience which is a gnarantee of perfect entertainment. Cary Grant is amply in evidence as a leading man, and proves beyond all question in this picture that his true forte is comedy drama.

OUR STUDIO EVER READY TO COOPERATE

By now you must all be thor- Mrs. Anna Lenah Elgstrom about on behalf of Paramount International Corporation in our Hollywood Studios. Thus you will be able to see how Mr. York of Scandinavia has been able to appraise this work in his letter of thanks to Mr. Luraschi in connection with the visit to Hollywood of a very important newspaper correspondent. Dear Mr. Luraschi:

In reply to yours of April 3rd I am enclosing herewith a new article pub-

oughly acquainted with the work Baby Leroy. This is another proof of which Mr. Luigi Luraschi is doing the excellent publicity this lady is giving us, due to the very splendid way in which you received her at the Studios recently.

In this connection I might mention that I was present at a dinner given by the Swedish American Assn. in this city last week where Mrs. Elgstrom gave a very interesting talk on the subject "From the White House to Hollywood". Mrs. Elgstrom had visi-ted the President and Mrs. Roosevelt

enclosing herewith a new article pub-lished in the Svenska Dagbladet by she principally laid stress on the great

"LITTLE MISS MARKER," PRIVATELY PREVIEWED ABOVE, SCORES A TRIUMPH IN PUBLIC PREVIEW

Not in a very long while has a picture sneaked into New York City without a great deal of advance ballyhoo and scored so complete and satisfying a sensation as "Little Miss Marker," which opened at the Paramount Theatre on May 18th. To have reprinted for you the high spots of the critical reviews would be to reprint in full every review.

In giving the picture top rating of Four Stars, the Daily News stated that the picture represented the dual trinmph of Adolphe Menjou and Shirley Temple. This of course is highly gratifying news because we have Menjon in "The Great Flirtation" and Shirley will be with Gary Cooper and Carole Lombard in "Now and Forever."

The ehief charm of "Little Miss Marker," so far as we are concerned, is that it has a story which cannot help but appeal to audiences in every country in the world, so readily understandable is it. It is simple, human, straightforward and ever so delightful. It is, in effect, that grand type of human interest It is, in effec', Paramount picture on which the great structure of our organization was reared in the past.



Adolphe Menjou and Shirley Temple

reception she received in the Paramount Studios in Hollywood. She also spoke very highly of the Paramount organization out there and gave a vivid picture of the great activity at the Paramount Studios in Hollywood.

Very truly yours, CARL YORK

MARGO IN "CRIME WITHOUT PASSION"

A note of particular interest to all Spanish-speaking territories is the fact that a featured member of the cast of the new Paramount Picture being nade in the Astoria Studio is Margo.

Margo is a Mexican beauty who for the past year has been a sensation at the Waldorf Astoria Hotel in New York City. She was born in Mexico City and after commencing her career there moved to California where she was acclaimed in both San Francisco and Los Angeles.

LEE TRACY SIGNED

Lee Tracy, exponent of rapid-fire roles in speedy pictures, has been signed to an exclusive long term Paramonnt contract. His first will be a eo-starring picture with Claudette Colbert.

DE MILLE HONOR

Cecil B. DeMille has been named a member of the jury of the Interna-tional Film Festival to be held in Vienna from June 16 to July 2.

This festival, at which every nation engaged in motion picture production will compete with the finest of its work, has elected another Paramount director, Ernst Lubitsch, as president of the jury.

BUDDING SCOTCH STAR



Paramount's "Search For Beauty" Contest, conducted throughout the English-speaking countries of the world in connection with the produc-tion "The Search For Beauty," re-sulted in six budding young stars being placed under contract out of the thirty who made the trip to Holly-wood. Of these six, three were from territories within Paramount's International Legion.

The three were Gwenllian Gill of Scotland (shown above), Colin Tapley of New Zealand and Eldred Tidbury of South Africa. All three show exceptional promise, and we have pictured Miss Gill because we know that it is not unlikely that you get a great deal of delight from looking at pictures of beautiful women, especially when these women are a part of the Paramount organization.

TRADE PAPERS "KNOW OUR PRODUCT" IN ENGLAND



CHINESE WARRIORS LEARN ABOUT "CLEOPATRA"

ese Aviation in Canton, who is at Mr. filmed.

Cecil B. De Mille, baby leopard and De Mille's right. At the left of the all, played host to a group of visiting picture is General Chang, and the two Chinese soldiers in the Paramount officers on Mr. De Mille's left are studio recently. The setting was the Colonel Ding and Colonel Mui. All interior of Mars Antony's collars with a factor of the setting was the colonel of the setting was the colonel Ding and Colonel Mui. interior of Marc Antony's galley, with of them, including the three unnamed the batteries of rowers and their giant visitors in the back row, were fascinoars shown in the top of the scene. ated by Claudette Colbert's perform-The visitors were headed by General ance as "Cleopatra" in the scenes of Wong, Commander-in-Chief of Chin-the picture which they saw actually

AUSTRALIAN STUDENTS LOVE MAE WEST

director of the Australian organization, sends along an interesting

The male students of the Sydney University threw a masquerade party at which every student had to

John E. Kennebeck, managing appear impersonating some historie woman. There was one Greta Garbo, one Mary Queen of Scots, one Madame DuBarry, and one of every other great woman in history, with this exception: There were six Mae Wests.

"SUN SINKS IN WEST" IS ENGLISH TRADE PAPER HEADING AS "I'M NO ANGEL" DEFIES TERRIFIC CLIMATIC OPPOSITION

When Mae West's "I'm No Angel" went into national release in England, Ireland and Scotland late in April, it chanced that the opening day of this release dawned hot, scorching and overpoweringly oppressive. But these climatic barriers proved as nothing against the onslaught of the curvacious Mae, as the editorial columns of the trade papers of London reveal.

"Sun Sinks in West" and "'I'm No Angel' Puts Weather in Shade" were two headlines in "The Cinema" which greeted our editorial eyes one not-socool morning at the Crossroads of the World. This same story went on to relate how exhibitors, who were usually dismayed by these meteorolical conditions, which ordinarily created slumps in box office figures, found that they had automatically taken out business insurance when they booked Mae West's "I'm No Angel." Accordingly they suffered no losses whatsoever, and in practically every instance throughout the nation, box office figures were well above normal, there being the instance of the Futurist Theatre in Birmingham, where the film was retained for an additional six days.

The editor of "Today's Cinema" said: "I don't mind betting that Mae and her wise-cracks can stand up to anything that even our amazing climate can produce. Yes, sirs, Mae's Above is a scene of Mae as she aphusky invite to pop along and see her pears in this new film.



sometime is going to be pretty generally accepted, old King Sol notwithstanding.

If that's the case during a heat wave, what will all of Great Britain be a-saying when they get Mae's new-est one — "It Ain't No Sin" — sometime within the next few months.

PARAMOUNT'S IMPORTANT SPANISH PRODUCTION ACTIVITIES

LA MEJOR DE TODAS LAS PELÍCULAS DE GARDEL

El 18 de mayo de 1934 será día digno de ser marcado con piedra blanca en la historia de los Legionarios

HAN EMPEZADO A FILMAR de habla castellana. Porque en tal hecho Gardel. Los estudios, cercanos Mona Maris, a Vicente Padula, a tográficas a captar las escenas de

día empezaron las cámaras cinema- a Nueva York, en los cuales se está filmando, cuentan con todos los ele-"Cuesta Abajo", la primera película hispanoparlante que se filma en los Estados Unidos con Carlos Gardel como estrella.

"Cuesta Abajo", la primera película mentos técnicos adecuados a que la presentación sea impecable. En cuanto al reparto de "Cuesta Abajo", a más de Gardel (que canta en este Debemos anticipar que esta película magnífico film musical seis tangos promete ser la mejor de cuantas ha como sólo él sabe hacerlo), incluye a

Anita Campillo y a varios artistas más de gran figuración.

Las fotografías que publicamos en este número dan una idea, solamente una idea, de lo que será "Cuesta Abajo": ¡el éxito más rotundo de la película musical en castellano!







ESCENAS DEL FILM "CUESTA ABAJO"

Aun cuando al entrar en prensa esta edición de Paramount International News, Carlos Gardel está todavía trabajando en la primera película de las que la Paramount está filmando con él de protagonista, nos adelantamos a presentar arriba unas cuantas tal como se desarrollan en la película. Louis Gasnier dirige al muy aplaudido y apreciado "Carlitos", aclamado ídolo de los países de habla castellana. Mencionamos, entre otros intérpretes que colaboran con él en la misma película, a Mona Maris que caracteriza a la mujer vampiro; Anita

Campillo que encarna a la joven romántica que inspira el verdadero amor de Gardel en la película, y Vicente Padula que ha aparecido

en todos los triunfos cinemáticos de Gardel.

Gardel canta cinco tangos, y la música armoniza toda la película, de la primera a la última escena. El rodaje se hace en los estudios de Astoria, en las cercanías de Nueva York, donde la Paramount filmó en otras tiempos muchas de las películas que constituyeron grandes éxitos.

THE BREATH OF **EXPLOITATION IS EXHIBITION**

BUENOS AIRES ANNOUNCES "CRADLE SONG" WITH IMPRESSIVE DIGNITY



In explanation of the accompanying scenes of the exterior of the Cine Suipacha, Buenos Aires, where "Cradle Song" was given so splendid an Argentine premiere, Guillermo Fox, publicity manager of the Gaucho Division said as follows:

CUBAN SENORITA IMPERSON-ATES MAE WEST

In connection with release of "I'm No Angel" in the Teatro Nacional in ture. Havana, manager Heliodoro Garcia (shown in the picture below) staged did its share in garnering record rea Mae West impersonation contest. It ceipts for Mr. Herbert. There's no was won by Senorita Mercy Mesquida, who is also shown in the picture.



This evidence sent us by Paramount Manager A. L. Pratchett was accompanied by a complete rotogravure page containing scenes from "I'm No Angel," and as fine a splash of genuine publicity as we have seen in many a long day.

"Facade of the Cine Supacha as de-corated for "Cradle Song," a film which was released with striking suc-

"The top part of the facade represents the tower and helfry of a chapel, illuminated by reflectors and the effect enhanced by multicolours. . The bells swing to and fro, the movement being so timed as to synchronize with the chimes of a loud-speaker, which is conveniently placed and connected with discs. The illusory effect is perfect, giving forth a wonderful and realistic imitation of the ringing of bells.

"This unique design, combined with colours, sound and movement, has attracted wast attention, even to the ex-

TWENTY-FOUR-SHEETING THE GREAT NEWS

Given an exclusive first-release for his district on "Cradle Song," Exhibitor Herbert of Newcastle, Australia. literally plastered his countryside with twenty-four-sheet posters on the pic-



Above is one of them, with the special top strip item of news which doubt in the world - in any part of the world, for that matter the power of the poster.

THE GAUCHOS GAVE "CRADLE SONG" GRAND PUBLICITY

Elsewhere on this page is pictorial evidence of the fine front-of-theatre advertising given "Cradle Song" in Buenos Aires. From the same source we have received an ample press book which shows that pictorially, and by letterpress, the same enthusiasm was carried into the Argentine press.

REAL SUCCESS AT THE REAL THEATRE

On the last page of this issue there is a picture of the exterior of the Real Theatre in Santiago, Chile. The dis-play illustrated is for "A Bedtime Story," which Managing Director del Villar relates ran for fourteen consecutive days. This was followed by "Cradle Song," which also ran for a like period. Both of these successful seasons were immeasurably aided by powerful exploitation. Likewise, the prologue to "A Bedtime Story" was the sensation of the season.



tent of blocking all traffic in that street due to the crowds stationed in front of the building admiring this magnificent sight."



AGAIN, "CRADLE SONG"

Synchronizing with this issue, "Cradle Song" exploitation evidence is commencing to roll in from those countries which are doing grand business with this impressive picture. Above is a glimpse of the exterior of the Cinema Augustus, in Genoa, Italy. Unfortunately much of the detail does not show, otherwise you would appreciate the beautiful painting of Dorothea Wieck and Evelyn Venable over the main entrance. We are advised by Managing Director Aboaf that the picture did fine business in this thea-



IN MOROCCO. Here's where "King of the Jungle" gets right back to the continent wherein this impressive story had its inspiration. The theatre above is the Rialto at Casablanea, Moroeeo, with the house given plenty of front-of-theatre decoration for the Paramount pieture, which bears the French title of "Fils de la Brousse."

"ALICE IN WONDERLAND" WAS AN AUSTRALIAN **SENSATION**

Complete and enduring testimony to the effectiveness of sustained, intelligent exploitation is readily forthcoming from Australia, where "Aliee In Wonderland" stirred up so many and such fine records during Easter Week that the picture is a lasting sensation throughout the film industry there.

The simultaneous national release of "Aliee" in Australia and New Zealand elimaxed a eampaign which was planned for more than three months. We have had evidence of this advance planning in John Kennebeek, General Sales Manager William Hurworth and Advertising Manager Hermann Flynn.

Subsequent to the season we have additional evidence from these three spirited Blue Ribbon Paramounteers in the shape of tele-grams from branch managers and exhibitors, press reviews of the pie-ture, stacks of statistics dealing

(Continued on Page 12)



STORE TIE-UP

In Tokyo, where the film fans are among the most enthusiastic in the Managing Director Tom Cochrane rightly believes that actual studio properties used in the making of our pictures are among the most interesting trophies which could intrigue a Japanese audience. He has worked the same idea on several pic-tures in the past, and above you see the result as worked in connection with "Cradle Song" at the Matsuzakaya Department Store, Ginza, Tokyo.



"TOPAZE" IN MARAKECH

That makes a grand headline for describing this scene of a piece of enterprising street exploitation for the Paramount French picture, "Topaze" in the intriguingly named North African city of Marakech. Our evidence comes to us by way of Paris from Manager Ugo Tosi, of our Casablanca office.

"CONVENTION ISSUE" NEXT MONTH

NOTICIARIO MENSUAL **PARAMOUNT**

-El próximo número de Paramount International News irá dedicado por entero al Congreso Internacional Paramountista que inaugurará sus sesiones el 16 de junio en la ciudad de Los Ángeles. Muchas e interesantísimas noticias habrá acerca de esto, y no descuidaremos acompañarlas con abundante información gráfica.

—"Capricho Imperial" ("The Scarlet Empress") se dió en fun-ción de estreno mundial en el Carlton de Londres, el 9 de mayo. estreno fué uno de los más brillantes de que hay memoria en el cine: digno comienzo, sin duda, de la triunfal carrera que llevará a esta producción de teatro en teatro por todas las grandes capitales!

---Don George Weltner volvió hace pocos días a Nueva York después de fructuosa jira de negocios

por Jamaica y Haití.

—"Cleopatra", la monumental producción de Cecil B. de Mille, ha quedado lista para la pantalla. Siendo indudable que haya de hacerse una exhibición previa de ella ante los delegados al Congreso Internacional Paramountista, nos prometemos dar amplios y magnificos informes tocante a este punto en nuestro próximo número.

-Pasemos, entre tanto, a decir ue "El Crimen del Vanidades" "Murder at the Vanities") es producción que une a muy subidos méritos el de ser una de las películas musicales llamadas a alcanzar mayor éxito. Aparece en ella cada girl que es lo que hay que ver: y lucen todas unos trajes que resultan estupendos, por más que no haya en ellos mucha tela que cor-

-Nos complace anunciar el ascenso de don George J. Schaefer a puesto que sigue immediatemente en categoría al que ocupa don Adolph Zukor. Para llenar la vacante causada por este ascenso, se ha nombrado Gerente General de Ventas a don Niel Agnew. Don Charles Reagen pasa ahora al cargo que desempeñaba el señor Agnew. À fin de cubrir las vacantes causadas por estas promociones, se ha ascendido a otros empleados de la sección de Distribución Nacional. Como se verá, la Paramount sigue ajustándose a la norma de llenar las vacantes que se presenten con personas que se hallen prestando ya sus servicios en la Compañía.
—"No es pecado" ("It Ain't N

("It Ain't No Sin"), la nueva película de Mae West, se halla ya en el salón de montaje y quedará complemente lista dentro de unas semanas. En opinión de personas entendidas que han presenciado la filmación, Mae West ofrece ahora al cine su mejor obra. Preparémonos, pues, a presenciar desborde de entusiasmo igual, y probablemente mayor, que el ocasionado por las películas anteriores de la artista!

—Casi no hay una película de la programación Paramount para 1934-1935 que no tenga una o dos canciones. Señal de que la temporada será de las que dan la nota.

-El señor Zukor se halla de nuevo en Hollywood, donde permanecerá varios meses. No poco es lo que ayuda a nuestro Presidente a descansar de buena parte



MEXICO MANAGER'S FINE **FAMILY**

Mexico City is the locale of this charming glimpse of the family of Vicente Saiso Piquer, and we have no hesitation in saying that it makes one of the prettiest pictures that we have carried in these columns in a very long while. Here are four peppy Paramounteers, if we ever saw them.



TOM'S CHERUB

This glowingly zestful youngster is none other than Thomas Cochrane, Jr., who has sent us his own pictured smile all the way from Tokyo. Of course the father of this happy youngster had nothing what ever to do with the sending of the picture: fathers never do have.



FROM THE ORIENT

Mr. and Mrs. Julius Fisher, of the Capitol Theatre, Singapore; and Mr. and Mrs. W. D. Cooley of United Theatres, Shanghai, China, greeted by

Helen Mack in the Paramount Studio in Hollywood. Mr. and Mrs. Fisher are on the right of the picture.

HOME OFFICE PERSONALITIES

Eugene Schosberg, who for some months was in charge of the Service Department, is now stationed at the New York Exchange gaining experience which is to fit him for one of the Paramount posts abroad. He has the best wishes of everybody for his success in his forthcoming new assignment.

His place has been taken by Aaron Pines, who recently enjoyed the marked distinction of being admitted to The Bar. We can assure you that a profound knowledge of the law is extremely helpful in Aaron's new job, and of course we wish him every suc-

Newcomers who are also welcomed to Home Office are Albert Gross, who is now attached to the Service Department; and Luis Amazaga, who has become a valued member of the important department of Spanish translations.

George Weltner, assistant manager of Paramount International Corporation, has returned to New York from a brief but successful business visit to Jamaica, B.W.I., and Haiti.

Eugene Zukor is serving his customary time of two weeks in Washington as a member of the United States Naval Reserve.

INTERNATIONAL **PERSONALS**

Len Peuleve, Paramount manager in Soerabaia, Java, is recovering from an appendicitis operation. We all wish him a speedy restoration to complete health.

Charles Ballance, general manager in India, is at present visiting Bad Nauheim in Germany for his health. His work in India is being carried on by John A. Groves, general manager in Straits Settlements and Java, who has made Calcutta his temporary head

NOTIZIARIO MENSILE DELLA PARAMOUNT

Nel mese prossimo l'intero numero della "Paramount International News' sara' dedicato alla Convenzione Internazionale, che si svolgera' a Los Angeles a cominciare dal diciotto giugno. Noi avremo molti e importanti messaggi per voi e vi daremo molte altre informazioni per mezzo di fotografie.

"L'Imperatrice Rossa" ha avuto la sua premiere mondiale al Teatro Carlton di Londra il nove maggio. E' stata una delle piu' brillanti premieres che qualsiasi pellicola abbia mai avuta nella storia della cinematografia ed ha lanciato questa colossale pellicola

sulla via della gloria e del successo internazionali.

Mr. Walter ha fatto ritorno a New York pochi giorni or sono dopo un fortunato viaggio di affari a Haiti e lamaica.

La cinematografia "Cleopatra" di Cecil B. De Millé stata completata e la prima copia di questa pellicola sara' proiettata per i delegati alla Convenzione. Speriamo percio' di avere una magnifica relazione intorno a questa cinematografia nel prossimo numero della nostra pubblicazione.

Frattanto possiamo dirvi che rite-niamo che "Il Delitto alle Vanities" non solo e' una pellicola che offre un ottimo trattenimento, mia che essa, come noi siamo fermamente convinti, é una delle piu' felici cinematografie musicali che siano mai state prodotte. Infatti contiene un maggior numero di belle giovanette, sfoggianti la loro muliebre, di qualsiasi altra grazia cinematografia.

Siamo assai lieti di annunciare che Mr. George J. Schaefer e' stato promosso ad una carica che lo rende secondo in importanza solo a Mr. Zukor per le responsabilità' che gli sono affidate nell 'ambito della Compagnia. Il suo posto di Direttore Generale delle Vendite e' ora coperto nel modo piu' degno da Neil Agnew, la cui carica e' stata a sua volta affidata a Charles Reagen. Queste promozioni hanno causato tutta una serie di altre promozioni fino al Dipartimento della Distribuzione Domestica, cio' che risponde sulle promozioni nell'interno dei ranghi.

La nuova cinematografia di Mae West "Non E' una Colpa" e' stata completata e sara' stampata per la distribuzione entro la prossime settimane. I tecnici dello Studio affermano che e' la piu' brillante interpretazione di Mae West e noi ci aspettiamo un' ondata di entusiesmo mondiale ancor piu' imponente di quella sollevata dalle sue due altre cinematografie.

Praticamente tutte le cinematografie del nuovo gruppo Paramount per la produzione 1934-35 conterranno una piu' canzoni. Si tratterà senza dubbio di un anno musicale.

Mr. Zukor e' andato nuovamente a Hollywood. Restera' la' per parecchi mesi, perche' la nomina di Mr. Schaefer alla sua nuova carica libera il nostro presidente di molte e gravi preoccupazioni.

E per parla re nuovamente di Hollywood, quando la relazione della Convenzione sara' pubblicata il mese prossimo, leggerete nel racconto di Mr. Hicks i piu' ispiranti messaggi della Paramount che siano mai stati scritti da qualsiasi Capo.

La nuova cinematografia di Gary Cooper, gia' in via di produzione, e' intitolata "Ora e Sempre". Carole Lombard ha il principale ruolo femminile. In quanto a Cooper e' assai interessante rilevare che, da quando fu proiettata la pellicola "Piano di Vita" (Design for Living) le lettere inviate dagli ammiratori e dalle ammiratrici sono aumentate in misura superiore al 25 per cento.

Henry Wilcoxon, che ha il principale ruolo maschile in "Cleopatra", ' destinato a diventare un altro astro della Paramount. Egli e' l'attore piu' promettente che sia venuto nello Studio della Paramount da lungo tempo, eccezion fatta per Carl Brisson, che si e' meritato un nuovo, lungo contratto dalla Paramount per il suo lavoro nella cinematografia "Delitto alle Vanities".

THE SULTAN IS OURS — ALL OURS

Over on Page 7 is a picture of His Highness the Sultan of Johore visiting the Paramount Studio. Of course the Sultan visited all of the other film plants in Hollywood, because he likes to see pictures in the making. In connection with these visits the "Daily News" of New York reports as follows:

"When reporters asked the Sultan of Johore what he thought of the M-G-M studios - after he had been wined-and-dined and guest-of-honor'd for two full days by Louis B. Mayer, the Metro chief - he said Mayer was okay but best of all he liked Mae West (of Paramount!)."

(Continúa en la página 12)

PARAMOUNT THEATRE WORLD ACTIVITIES

GLASGOW NEXT

According to press reports from London, the Glasgow Burgh Dean of the Guild Court has approved plans for the erection of the Paramount Theatre at Glasgow, and demolition of the old buildings on the site has already commenced. That means we ought to have some more "steelwork" pictures of another Paramount theatre pretty soon.

THE PARAMOUNT WAY TO FAME

(Under the above headline the following story, involving a couple of fine and hardworking Paramounteers appeared in the "Cinema," of London, issue of April 28, 1934:)

These Paramount chaps do get on in the world. Take the case of Mr. Patrick O'Connor, who went to the Newcastle Paramount when it was opened in 1931 as house manager, at 23 years of age. He had previously been at Birmingham, and when he got the Newcastle post was the youngest house manager in the provinces.

Now he has advanced to house manager at the Carlton Theatre in town. Although the history of the Newcastle Paramount has been crammed into less than three years it has broken all sorts of records on Tyneside, and in capacity still has no rivals. Mr. O'Connor, by the way, has nowt to do with any other firm bearing the same name.

G. C. Sadler (general manager) and O'Connor, between them, have not only seen record houses (10,000 a day



IN MARSEILLE

This trickly illuminated sign over the entrance to Paramount's Capitole Theatre in Marseille, France, was one of the highlights of the picture's season there. The sign was equally brilliant by day and by night, having a bright white background for the day, and a flood of neon lights from the cross-bars for night illumination. This particular form of night illumination gave the figures and the outlines of the title a silhouette effect. Great work!

at Easter to see Mae West), but have done splendid work for charity. The Press boys in the Tyneside capital seem especially to have regretted his departure at the weekend for London, because they have in mind some monster Sunday night shows he has supervised, which have resulted in hundreds of pounds being paid into the coffers of the Newspaper Press Fund and the National Union of Journalists' Widows and Orphans Fund, notably one tremendous night in winter when Jack Buchanan appeared in person.



HANDY INDEX TO PARA-MOUNT'S THEATRES AROUND THE WORLD

We believe that it will be of interest to you, in addition to being useful information, to have before you a list of the Paramount-owned theatres in all countries where we have theatres, together with the seating capacity in each instance. This information follows:

	ENGLAND	
City Nan	ne of Theatre	No. of Seats
London	Plaza	2,750
London	Carlton	1,850
Asto	rias	
	Streatham	3,000
	Brixton Old Kent Roa	3,000
	Finsbury Park	id 2,200 3,500
Manchester		
Dublin	Paramount Capitol	3,004 2,400
Newcastle	Paramount	2,604
Leeds	Paramount	3,000
Birmingham	Futurist	1,800
Cardiff	Capitol	3,000
	FRANCE	
Paris	Paramount	1,903
Strassbourg	Broglie	1,400
Lille	Familia	1,180
Reims	Opera	1,493
Toulouse	Paramount	1,600
	BELGIUM	
Brussels	Coliseum	1,023
	SPAIN	
Barcelona	Coliseum	1,500
	BRAZIL	
Sao Paulo	Paramount	2,200
	AUSTRALIA	
Melbourne	Capitol	2,118
	SWEDEN	
	Palladium	1,062
Malmo	Drott	582
Stockholm	China	1,467
We have	a stock interes	t in three

We have a stock interest in three theatres: Palace (2,200) Movies (909) and Gaiety (2,033) at Kingston, Jamaica, B. W. I.

Also a franchise interest in the Prince Edward Theatre (2,500) Sydney, Australia.

TWO WEEKS FOR "LITTLE MISS MARKER"

While we have this page of Paramount Theatres before us it is of prime interest to you all to know that at another famous Paramount Theatre, the one at the Crossroads of the World in New York City, "Little Miss Marker," which has come in for a lot of praise in this issue, is rounding out the second week of its season at this issue goes to press. Marvelous picture!

THEATRICALITIES

Manager C. R. Young of the Paramount Theatre, Leeds, England, was named recently in the Honor Roll of the exploitation section of The Motion Picture Herald of New York for his ambitious "Dog Campaign" in connection with the Maurice Chevalier picture, "The Way To Love." Congratulations!

Cheers also to Charles Penley, manager of the Paramount Astoria Theatres in London and suburbs for a truly ambitious campaign of exploitation in connection with "The Private Life of Henry the Eighth," starring Charles Laughton.

L. J. Harris, house manager of the Paramount Theatre, Leeds (England), who has left to take up a similar position at the Paramount, Newcastle, will be succeeded by J. P. Horne, of the Plaza Theatre, London, according to the Daily Film Renter, issue of May First.



"LE PARAMOUNT"

Still the ace film spot of Paris, Le Paramount under the able direction of Andre Ullman is consistently one of the grandest demonstrators of exploitation in the theatrical world. Here is the house colorfully arrayed for the presentation of Paramount's Joinvillemade film, "Un Soir de Reveillon."

EXPLOITATION AT STOCK-HOLM'S CHINA THEATRE PRAISED

When Pramount's China Theatre in Stockholm played "I'm No Angel," General Manager of Scandinavia Carl York decided that the exploitation campaign in connection with the season of the picture would be sent to New York in one of the Mae West contest books, even though he then knew that the "I'm No Angel" contest had concluded. This book duly arrived in Home Office and was passed along to Robert M. Gillham, director of advertising and publicity of the domestic Distribution Department. Mr. Gillham's comments were as follows:

"I have looked the books over earefully and wish to congratulate all those men who had a share in the eampaign. I think the whole thing was excellently handled and certainly regret that this campaign was not able to be submitted in time for a prize consideration."





PARAMOUNT THEATRE, LIVERPOOL, TAKES SHAPE

Destined to be one of the peerless theatres of Great Britain, the Paramount is now taking real shape in the heart of Liverpool, England. Above are front and rear views of the construction work, as of April 15th. In the weekly report to New York, Evan H. Perkins, architect in charge of the work reported that all steelwork was expected to be completed by May 15th, with the completion and opening of the theatre scheduled for November of this year.

"SONG OF SONGS" IN SICILY

Here's a gem of real exploitation that Managing Director Americo Aboaf sends us from Rome. It is a glimpse of the lobby of the Cinema Sangiorgi in Catania, Sicily. As Mr. Aboaf says: "The customers ordered a special reproduction of the statue appearing in the picture and displayed



same in the lobby with the resulting special attraction to the public and special receipts at the box-office."

When a customer does that — and gets such grand results — that's exploitation!!

MR. FRED W. LANGE VISITS SPAIN

According to "El Matador," that powerfully effective publication of the Matador Division, General Foreign Representative Fred W. Lange paid a visit to Spain and Portugal early in April. That he was received with the finest kind of enthusiasm is shown by the following news story which we are reprinting from "El Matador":

UNA GRATA VISITA

Días pasados hemos tenido entre nosotros una alta personalidad Paramountista: nos referimos a Mr. Fred W. Lange, Administrador-Delegado de la S. A. F. Paramount. Este importante miembro de nuestra Organización no estuvo sino unas pocas horas en nuestra Casa Central, desde donde partió a visitar las diversas Sub-Centrales correspondientes a la División de los Matadores.

Aún cuando la rapidez de su visita nos haya privado del placer de la compañía de Mr. Lange, nos es grato, desde estas columnas, desearle una feliz estancia en tierras de España y Portugal.

It was this same issue which carried, in English, the M. J. Messeri poem of challenge which we printed in our own issue of last month, and to which we have had no response up to the time of going to press. Can it be that the Division of the Fighting Bull has all of you other chaps Cow-ed and Buffaloed?

NOTICIARIO MENSAL DA PARAMOUNT

A proxima edição do Paramount International News será inteiramente dedicada ao Congresso Internacional dos Paramountistas, o qual se reunirá a 16 de Junho na cidade de Los Angeles. Muitas noticias interessantes daremos desse grande evento, que a todos nós interessa.

—"A Imperatriz Galante" (The Scarlet Empress) já foi estreiada no cine Carlton, em Londres, no dia 9 dc março. Foi um acontecimento grandioso essa estreia, louvada por todos os criticos, o que vem assegurar o exito a que se destina esse esplendido trabalho de Marlene.

—Mr. George Weltner acaba de regressar de uma rapida viagem de recreio e negocio ás ilhas de Jamaica

—O filme "Cleopatra," de Cecil B. de Mille, está completo e será com toda a certeza exibido durante o Congresso da Paramount em Los Angeles. Desse facto trataremos na nossa proxima edição.

—Desde já podemos assegurar aos nosso amigos do exterior que o filme "Segue o Espectaculo" (Murder at the Vanities) é não só um trabalho de grande luxo e muita beleza, como constitue um drama misterioso dos melhores que já vimos. No seu elenco vemos as mais lindas "girls" dos palcos neoyorkinos.

—Com prazer anunciamos que o posto a que assumiu, por promoção, Mr. George J. Schaefer, corresponde em responsabilidade ao de Mr. Adolph Zukor. O logar de director geral de vendas que Mr. Schaefer ocupava foi dado a Neil Agnew, cujo posto, por seu turno, foi confiado a Charles Reagen. Estas promoçõis foram o resultado de muitas outras havidas no nosso departamento de distribuição, sempre dentro das normas de promoção observadas pela Paramount.

ção observadas pela Paramount.

—O novo filme de Mae West "Não é Pecado" (It Ain't No Sin) já se acha terminado, quanto aos serviços de estudio e entra agora para o departamento de compilação. Pelas noticias que temos tido da California, sabemos que é um trabalho digno dos maiores elogios, facto que alegrará os apreciadores de Miss West.

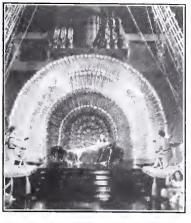
—Aqui está uma noticia que despertará contentamento nos Srs. Exibidores: todos os filmes Paramount da proxima temporada têm uma canção, nelo menos.

—Mr. Adolph Zukor seguiu em viagem de inspecção aos nossos estudios, em Hollywood, onde permanecerá por alguns meses. Como com a nomeação de Mr. Schaefer o nosso presidente fica livre de varios encargos na nossa matriz, a sua permanencia ali será de grande proveito para a nova producção.

—Voltando ainda a tratar do proximo Congresso Paramount de Los Angeles, publicaremos na proxima edição uma entusiastica mensagem de Mr. Hicks, palavras de inspiração e incentivo, que todo paramountês deve ler.

—A nova producção de Gary Cooper, cujos trabalhos vão já adeantados, chama-se "Now and Forever" (Agora e para sempre), filme que tem Carole Lombard como estrêla coadjutora. Falando de Cooper, o filme "Socios no Amor" deu-lhe grande celebridade pelo mundo inteiro, como bem se demonstra pela sua correspondencia.

—Henry Wilcoxon, que tem o principal papel, em "Cleopatra", será promovido a astro, posto que ele bem merece. Wilcoxon é um dos mais promissores artistas jovens da Para-



"CLEOPATRA"

If you have wondered how Cecil B. De Mille would interpret the bed in which the illustrious Cleopatra slept during her most glamorous nights, you need wonder no longer. Here is the Master Director's version of the Cleopatrian Couch, which again calls up Marc Antony's famous line about "Not going to Egypt to talk." The bed is of course one of the many colorful highspots of the great De Mille opus which was recently completed.

PARAMOUNT NEUIGKEITEN DES MONATS

Am 18. Juni beginnt in Los Angeles unsere diesjährige internationale Konvention, und die ganze nächste Ausgabe der Internationalen Paramount Nachrichten wird wohl im Zeichen dieses Ereignisses stehen. Es wird sicherlich viel Interessantes in Wort und Bild zu berichten geben.

Die glänzendste Premiere, welche je einem Film beschieden war, erlebte "The Scarlet Empress" am 9. Mai in Londoner Carlton Theatre. Ein auserlesenes Premierenpublikum gab diesem sensationellen Grossfilm den ihm gebührenden Start. Bald kommt er zu Ihnen, und wir hoffen, dass auch Sie einen ganz grossen Erfolg verzeichnen können.

Mr. Weltner kehrte vor einigen Tagen von einer kurzen Geschäftsreise nach Haiti und Jamaica wieder zur New Yorker Zentrale zurück.

Cecil de Mille's Superfilm "Cleopatra" ist fertiggestellt worden. Die erste Kopie wird wohl in Los Angeles zur Vorführung gelangen. Ein ausführlicher Bericht gelangt in der nächsten Nummer zum Abdruck.

Inzwischen können wir Ihnen mitteilen, dass "Murder At the Vanities" nicht nur eine Freude für die Augen ist, sondern dass dieser Film vom künstlerischen Standpunkt aus unbedingt als der hervorragendste Revuefilm bezeichnet werden muss, ganz davon abgesehen, dass es in diesem Film die herrlichsten Frauen in den interessantesten Decolletes zu sehen gibt.

Wir haben heute das Vergnügen, Mr. George J. Schaefer's Beförderung bekanntzugeben. Mr. Schaefer trägt nunmehr neben Mr. Zukor die grösste Verantwortung in unserer Organisation. Er hat seinen Posten als General-Verkaufsleiter an Neil Agnew

(Fortsetzung auf Seite 12)

mount, e com excepção de Carl Brisson, é dos que têem contracto mais longo com a Marca das Estrelas. Brisson acaba de estreiar superiormente no filme "Segue o Espectaculo" (Murder at the Vanities).

The following highly interesting story in Norwegian (with a translation in English below) was written by Mr. Erling Eriksen, Paramount's manager in Norway and forwarded to ns by Mr. Carl P. York, our general manager for Scandinavia:

INTERESSANT FILMUTSTILLING L OSLO

Den 21, ds. blev der i Oslo i Odd Fellow-bygningens vakre lokaler åpnet en filmkino, grammofon og fotografi utstilling. Flere filmbyråer er med som utstillere, og av disse har utvilsomt Paramount vært den heldigste, idet dette firmas utstilling er adskillig mere livfull og fikst arrangert enn nogen av konkurrentenes. På ett av de tre tilsendte billeder ser man H. M. Kong Håkon med fölge foran en av Paramounts avdelinger. Tilhöire litt bakenfor kongen sees den smilende Kronprins Olav, mens den populære Prinsesse Märtha er blitt nesten dekket av kongen. På utstillingen, som har vakt stor interesse utdeles fra Paramounts stand en brosjyre, som bl. a. skildrer Adolph Zukors livsverk og det kjempekoncern han skapte.

På det store billede av utstillingen vil De nederst på gulvet tilvenstre se ett lite hus. Det er en modell av den gamle låve hvori Cecil B. De Mille for 21 år siden optokk sin förste film for Zukor. Mannen i Paramountmerket er Zukor forstörret efter ct almindelig foto.

De to dukker som er fotografert særskilt viser Mae West og Marlene Dietrich, og de er laget av en Oslodame, fröken Ingeborg Lütken. Dukkene har vakt stor interesse.

Erling Eriksen

(Translation)

INTERESTING FILM EXHIBITION IN OSLO

On the 21st of this month, (April) a Film, Gramophone and Photography exhibition opened at the beautiful quarters of the Odd Fellows Building in Oslo. Several film exchanges are participating, and of these Paramount is without doubt the most prominent, inasmuch as this company's division is a great deal more colorful and attractively arranged than any of the competitors. On one of the three attached photos one sees His Majesty King Håkon in attendance before one of the Paramount sections. At the right a little back of the King one sces the smiling Crown Prince Olav, while the popular Crown Princess Märtha is practically entirely hidden by the King. At the exhibition, which has attracted great interest, a pamphlet is distributed from the Paramount stand which describes Mr. Adolph Zukor's life work and the gigantic concern which he has created.

Upon the large photograph of the exhibition you will note in the left hand corner on the floor a small house. This is a model of the old studio in which Cecil B. DeMille 21 years ago made his first film for Mr. Zukor. The gentleman in the Paramount tradcmark is Mr. Zukor, enlarged after an ordinary small photo.

The two dolls which are photographed separately are Mae West and Marlene Dietrich and are made by a Miss Ingeborg Lütken in Oslo. The dolls have created quite a lot of interest.

(Photos of dolls next month. Ed.)

VAN DE MAAND

Onze geheele editie van de volgende maand wordt besteed aan een verslag de Internationale Conventie, welke met aanvang van 18 Juni in Los Angeles zal worden gehouden. Wij zullen alle belangrijke punten van behandeling in de Juni editie bespreken en andere berichten betreffende de conventie in woord en beeld weergeven.

De première van de Scarlet Empress (De Roode Keizerin) vond plaats op 9 Mei jl. in het Carlton Theater, te Het was een der schitterendste premières in de filmeschiedenis en met het oog op het succes dezer film mogen wij wel zeggen, dat van 'Londen de victorie begint'.

De Heer Weltner is eenige dagen geleden teruggekeerd van een zakenreis naar Haiti en Jamaica.

'Cleopatra' de nieuwe film van Cecil B. DeMille is gereed en zal ongetwijfeld vertoond worden voor de gedelegeerden op de Conventie. In ons Juni nummer komen wij nader terug op deze productie.

Intusschen kunnen wij U thans reeds zeggen, dat 'Murder at the Vanities' naar onze meening een der beste muzikale films is, die ooit een filmstudio hebben verlaten. Deze film wordt op een bizonder artistiek niveau gebracht dor de talrijke interessant ongekleede meisjes.

Het doet ons zeer veel genoegen aan te kondigen, dat de Heer George J. Schaefer gepromoveerd is tot een post, direct onder den Heer Zukor. Zijn voormalige betrekking van General Sales Manager wordt thans bekleed door Neil Agnew, terwijl Agnew's post is toevertrouwd aan Charles Reagan. Deze promoties hadden een serie andere promoties tengevolge in de binnenlandsche distributie afdeeling, hetgeen strookt met het opklimmings principe van Paramount.

Mae West's nieuwe film "It Ain't No Sin" is gereed en zal gedurende de volgende weken gemonteerd worden voor algemeene distributie. Volgens ons studio is deze Mae West film in alle opzichten beter dan haar vorige films en wij verwachten zeer veel van deze film in binnen- en buitenland.

Bijna elke Paramount film, welke gedurende 1934/5 in omloop gebracht zal worden, heeft een of meerdere liedjes. Het belooft zeer zeker een muzikaal jaar te worden.

De Heer Zukor is weer in Hollywood, alwaar hij eenige maanden zal vertoeven, aangezien de Heer Schaefer vele Fzljner werkzaamheden heeft overgenomen.

En om nog eens even op de Conventie terug te komen: de Heer Hicks heeft ons eenige bijdragen beloofd ter publicatie in dit orgaan. Wij geven U in overweging de inspireerende woorden van den Heer Hicks aandachtig door te lezen.

De nieuwe Gary Cooper film, reeds in productie, is getiteld: "Now and Forever" (Nu en Immer). Carole Lombard speelt de vrouwelijke hoofd-Sedert Cooper's medewerking aan de film 'Design for Living' is hij, afgaand op zijn correspondentie, 25% in populariteit gestegen.

Henry Wilcoxon, die de hoofdrol speelt in Cleopatra, wordt een der Paramount sterren. Hij is een der meest belovende aanwinsten van Paramount, met uitzondering van Carl Brisson, die thans voor langen tijd contractueel aan Paramount is verbonden, dank zij zijn uitmuntend spel in "Murder at the Vanities".

HET PARAMOUNT NIEUWS | "Alice In Wonderland" Was An Australian Sensation

(Continued from Page 8)

with super-successful theatre business, and indisputable facts connected with the long run seasons of the picture in the eapital cities. The evidence is much too massive for reproduction in these columns, but we think that the entire situation is rather graphically summed up in the following telegram despatched from Sydney to all the Australian and New Zealand offices of Para-

MOUNT:

FURTHER TO FLASH OF ALICE IN WONDERLAND RECORD - BREAKING OPENINGS FORWARDED YOU YES.
TERDAY HANG ON TO YOUR HAT AND LISTEN TO THIS STOP QUOTE YORK REPORTS BEST BUSINESS IN FOUR YEARS ABOTOMEY UNQUOTE AND BOYS HERE'S MORE QUOTE LYCEUM THEATRE REPORTS ALL HOUSE RECORDS FOR SIX YEARS BROKEN SATURDAY AND MONDAY WITH ALICE AND DUCK SOUP STOP QUEUE AT MATINEE SATURDAY AND MONDAY RIGHT UP CORNER BOURKE AND SWANSON STREETS THIS PROGRAMME SHOULD GROSS BIGGEST FIGURES IN THEATRES HISTORY BERT KELLY UNQUOTE BUT BOYS HERE'S THE DADDY OF THEM ALL STOP GEORGE NACARD BURNED UP THE TRANS-CONTINENTAL WIRES WITH THIS ONE QUOTE EVERY KNOWN RECORD IN HISTORY OF GRAND THEATRE COMPLETELY

SMASHED WITH ALICE IN WONDER-LAND STOP MIDNIGHT SHOW FIRST SMASHED WITH ALICE IN WONDERLAND STOP MIDNIGHT SHOW FIRST
EVER HELD AT GRAND SENSATIONAL SUCCESS HOUSE PACKED TO
THE VERY DOORS CROWDS SO
DENSE THAT ALL STREET TRAFFIC
BLOCKED AT 11 P.M. STOP STILES
INTRODUCED 9 A.M. SESSION WITH
RESULT THEATRE FULL ON SATURDAY AND MONDAY AT 9.15 A.M.
QUEUE STARTED TO FORM AT 8 A.M.
EACH DAY AND NEVER STOPPED
UNTIL 8.30 AT NIGHT STOP IN MY
SIXTEEN YEARS IN THE BUSINESS
I HAVE NEVER SEEN SUCH CROWDS
STOP CRUSH WAS SO TERRIFIC ON
MONDAY THAT I CONTINUALLY CARRIED FAINTING WOMEN AND CHILDREN FROM VESTIBULE OF THEATRE STOP OPENING DAY AND SATURDAY 11 A.M. 2 P.M. 5 P.M. AND
8 P.M. SESSIONS RECORDS COMPLETELY SHATTERED THAT MAKES
12 RECORDS IN A ROW STOP FOR
FIRST TIME IN HISTORY OF THEATRE RESERVATIONS MADE FOR 11
A.M. AND 5 P.M. SESSIONS WHEN
CIRCLE COMPLETELY BOOKED OUT
THE SAME AS 2 AND 8 P.M. SESSIONS
STOP WEEKS RECEIPTS WILL NATURALLY BE RECORD IN BOTH TAKINGS AND NUMBER OF ADMISSIONS
STOP JIMMY STILES SHOULD BE
CONGRATULATED FOR WONDERFUL
ORGANIZATION IN HANDLING SUCH
TREMENDOUS CROWDS STOP ADVANCE BOOKINGS FOR REMAINDER
OF SEASON MARVELLOUS REGARDS.
NACARD UNQUOTE ONCE AGAIN WE
REPEAT WHAT A GLORIOUS EASTER LAND STOP GRAND

(Fortsetzung auf seite 11)

abgetreten, und dieser wiederum hat seinen Posten Charles Reagen übergeben. Dass diese Beförderung eine Reihe anderer Aenderungen in der hiesigen Verleihabteilung zur Folge hatte, können Sie sich wohl denken. beweist wieder einmal Paramount's Motto, die eigenen Angestellten zu befördern und nicht, wie es bei vielen Firmen üblich ist, Aussenseiter zu engagieren.

Mae West's neuer Film "S'ist keine Sünd" ist soeben beendet worden und gelangt, sobald die Dramaturgische Abteilung ihre letzten Aenderungen vorgenommen hat, zum Verleih. Berichte von Fachleuten aus dem Atelier verlauten, dass die ungemein beliebte Küustlerin mit diesem Film ihre anderen beiden Bilder an die Wand spielt, und es wird mit einem Triumph gerechnet, neben dem die früheren grossen Erfolge der Küustlerin einem Nichts gleichen.

Fast alle Paramount Filme für 1934/35 enthalten eine oder mehr musikalische Einlagen. Es liegt in der Luft. Wir brauchen Musik, um die Trübsal der letzten Jahre ein für alle Male zu verjagen. Wir leben in einer grossen Zeit und schreiten mit Siebenmeilenstiefeln besseren Zeiten entgegen. Mit Volldampf voraus!

Mr. Zukor befindet sich jetzt wieder in Hollywood und wird dort einige Monate verweilen können, da Mr. Schaefer ihm ja nun tatkräftig zur Seite steht und ihn mancher Sorge enthebt.

Und da wir gerade von Hollywood sprechen, möchten wir schon heute ganz besonders auf Mr. Hicks packenden Leitartikel in unserer nächsten Nummer hinweisen, der alle Einzelheiten der Konvention enthält.

Der neue Gary Cooper Film trägt den Titel "Now And Forever". Seine Gegenspielerin ist Carole Lombard. Seit der Inszenierung von "Design for Living" hat sich Cooper's Popularität um über 25% gesteigert.

Ein neuer am Paramount Firmament im Aufgehen begriffener Stern ist Henry Wilcoxon, der die männliche Hauptrolle in "Cleopatra" innehat. Er ist seit langer Zeit der vielver-

prechendste Neuling im Paramount Atelier, mit Ausnahme von Carl Brossin, der sich durch sein bewunderungswürdiges Spiel in "Murder at the Vanities" einen neuen langen Kontrakt sicherte.

(Suite de la Page 4)

que son "Design For Living" a été déroulé sur l'écran, le nombre des lettres que lui adressent ses admirateurs a augmenté de plus de 25 pour cent.

Henry Wilcoxon, qui joue le rôle principal côté hommes, dans "Cleopatra", est en passe de devenir étoile de Paramount. C'est le nouveau venu le plus prometteur qui soit venu aux Studios Paramount depuis longtemps, à l'exception de Carl Brisson qui vient de cécrocher un long contact avec Paramount à la suite de son travail dans "Murder at the Vanities".

MERVEILLEUSE PUBLICITE

Nous sommes très heureux de signaler que nous avons reçu de Paris une superbe collection de photographies d'exploitation provenant de tous les quartiers de l'organisation française. Nous avons également reçu des photographies d'excellentes affiches.

Une partie de cette documentation est reproduite dans ce numéro de "Paramount International News", d'autres parties seront publiées dans plusieurs des numéros prochains.

Nous félicitons cordialement tous les Paramountais de l'organisation française qui ont contribué leur part à ce beau travail plein d'inspiration.

SYLVIA SIDNEY IS THE DARLING OF VIENNA

We have always known Sylvia Sidney to be a world favorite, but it has remained for Vienna, that city which has been symbolical of romance, and we trust always will be, to erystallize a sentiment for Miss Sidney which seems to us to be practically without a parallel. We find this sentiment in the following despatch from Mr. A. Lichtschiendl, manager of our Vienna

(Continued from Page 9)

de sus preocupaciones el nombramiento hecho en el señor Schaefer.

—A propóisto de Hollywood: el

próximo mes, cuando se publique la relación de las sesiones del Congreso Internacional Paramountista, hallarán nuestros lectores en el informe del señor Hicks uno de los escritos de mayor interés salidos de la pluma de un jefe paramountista.

—Se halla ya en curso de producción "Ahora y siempre" ("Now and Forever"), la nueva película de Gary Cooper, en la eual hace Carole Lombard el primer papel femenino. Ya que hablamos Gary Cooper, diremos que el volumen de la correspondencia que recibe de sus admiradores ha aumentado en un 25% desde el estreno de "Una mujer para dos" ("Design For Living'

Henry Wilcoxon, el intérprete del primer papel masculino de "Cleopatra", va en camino de ser uno de los astros de primera magnitud de la Paramount. Exceptuando a Carl Brisson, cuya sobresaliente interpretación en "El Crimen del Vanidades'' ("Murder at the Vanities") le valió un nuevo eontrato por bastante tiempo, Henry Wilcoxon es, entre los que han ingresado recientemente a la Paramount, el actor que más pro-

The proverbial "Golden Viennese Heart" is not easily taken by storm. Not by shadows phantom-like walking over and talking from behind the screen. Especially when it comes to pictures from oversea, talking a different language, and marked with a foreign mental attitude. Hollywood marches on, and there are year after year new film-players pouring out without leaving even so little as the slightest scratch on the surface of that particular thing called "Golden Viennese Heart". Only on very rare occasions - such as created by Marlene Dietrich and Great Garbo was heard that lucky bugle call blazoning forth complete victory.

That means, until one year back. Because during the past year Sylvia Sidney with her pictures, "Madam Butterfly", "Jennie Gerhardt", "Pick Butterfly", "Jennie Gerhardt", "Pick Up" and "Merrily We Go To Hell," besieged the storm-proof "Golden Viennese Heart" as a newcomer to Vienna picture fans, casting some spell over it. She succeeded in subduing it with as crashing a result as has previously been only the case with Dietrich and Garbo.

Today it suffices in Vienna to have Sylvia Sidney's face look down from a poster in order that people crowd nearer to get all the information they are longing for about her new picture.

Should Sylvia Sidney come to Vienna sometime she undoubtedly will get the surprise of her life in experiencing what a tremendously popular star she is.

Two Issues of Paramount International News between now and

July 1st.

Special 1934 Convention Number

Paramount International News

Vol. I, No. 12A

JUNE 18, 1934

PRICE: Your Conception of Paramount's Good Will



JOHN DAY



GEORGE WELTNER



JOHN W. HICKS Jr.



J.C. GRAHAM



EUGENE ZUKOR



MONTAGUE GOLDMAN



EARL ST. JOHN



CARL P. YORK



M.J. MESSERI



J.E. PERKINS



ALBERT DEANE



LUIGI LURASCHI

A WHO'S WHO OF THE PARAMOUNT INTERNATIONAL CORPORATION DELEGATES SHOWN ABOVE

JOHN W. HICKS, Jr. Vice-President of Paramount International Corporation, in actual charge of operations. In 1920, Assistant Sales Manager in Home Office. 1921-1932 Managing Director in Australia. Appointed to present post in 1933.

GEORGE WELTNER. Assistant Manager of Paramount International Corporation. Active in Paramount's foreign activities since 1924. Has made many trips as special representative to South and Central America and the Orient.

EUGENE ZUKOR. Special representative of Paramount International Corporation, and an executive assistant to John W. Hicks, Jr.

J. C. GRAHAM. Managing Director of Paramount's organization in Great Britain and Ireland for almost 20 years. Has served as General Foreign Representative abroad for many years in Europe. One of the world's best known film men. Also heads Paramount's theatres in Great Britain and Ireland.

JOHN L. DAY, Jr. General Manager of South America, with headquarters in Rio de Janeiro, and centering his activities chiefly in Brazil.

CARL P. YORK. General Manager of the Scandinavian territories, with jurisdiction over Sweden, Norway, Denmark and Finland. Heads Paramount's theatre activities throughout Sweden and Norway.

M. J. MESSERI. Managing Director of the Spanish Division known as The Matadors. This gives him jurisdiction over Spain and Portugal. Also heads Paramount's theatre in Spain.

J. E. PERKINS. Newly appointed branch manager in China, where heretofore a concessionaire distributed our pictures. A fine graduate of the stern tuition of Tom D. Cochrane's Japanese Division.

MONTAGUE GOLDMAN. General sales manager of our organization in Great Britain and Ireland, and Mr. Graham's right hand man where sales are concerned.

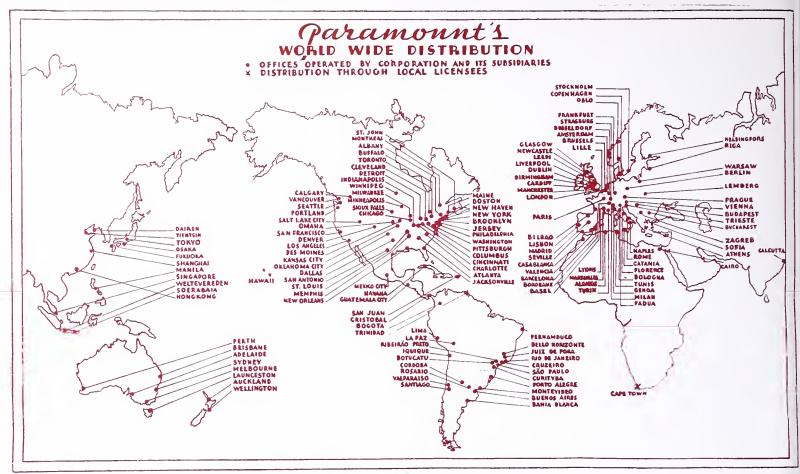
EARL ST. JOHN. His active physical direction of our theatres in England and Ireland has resulted in Paramount having the pre-eminent picture houses in the British Isles. A name commanding the highest exhibitorial respect in that part of the world.

respect in that part of the world.

ALBERT DEANE. Director of Advertising and Publicity. Special liaison between the Corporation and Paramount Productions, Inc. Head of the International Corporation's department of Overseas Censorship.

LUIGI LURASCHI. Special representative of Paramount International Corporation attached to the Hollywood Studio. Head of the Foreign Publicity Department within the Studio, and liaison between the Studio and several hundreds of special foreign correspondents.

The Sun Never Sets on The Paramount Organization



MANY INVITED BUT FEW COULD COME

You delegates who read these lines in advance of what promises to the most pleasurably significant of all Paramount Conventions should know that although the Paramounteers of the International Legion shown overleaf are the ones who will be present at the opening session, these by no means represent all of the Legionnaires who might have been present but for the stress of business overseas.

feld. Signor Aboaf is Managing Director of our Italian organization and

ABSENTEE LIST

Prominent among absentees are the International Paramounteers whom we have heen accustomed to seeing at Conventions in the past seeing at Conventions in the past and who, shown below from left to right, are remaining on the battle-fronts in 'their respective terrifo-ries'.

Fred W. Lange, general foreign representative in Continental Europe; Tom D. Cochrane, in charge of the Orient; John E. Kennebeck, managing director of Australia, New Zealand and the Far East; Gus J. Schaefer, general manager of Germany and Central Europe; Henri Klarsfeld, administrateur delegue in France; Americo Aboaf, managing director in Italy; John B. Nathan, managing director in Argentina; Jerome P. Sussman, general manager of Central America; I. Blumenthal, special representative of production department in Paris.

We are particularly minded to call had been thrilled to the core at the to your notice the cases of Americo thought of being present at another Aboaf, Vicente Saiso and Henri Klars- Paramount Convention-but this event comes at the zenith of his selling season, and it thus became more important for him to be on the Paramount battlefront in Italy rather than in Los Angeles. So of his own volition he elected to remain in Rome.

> Another man whose high sense of duty to the selling season of his new Paramount product is keeping him on the home battlefront is M. Henri Klarsfeld, Administrateur Delegue, newly appointed, of the French organization. We all know how anxious Henri was to be present at the epochal Convention; but June and July are terrifically important months in the sales season in France, so he has voluntarily elected to remain behind.

> Vicente Saiso, manager in Mexico, could not make even the short trip north for a similar reason.

> We salute these men for the sacrifices they have made for Paramount. and assure them that their unselfish gestures will not be forgotten.

WHAT PARAMOUNT INTERNATIONAL CORPORATION IS DISPLAYING AT THIS CONVENTION

We are very cognizant of the fact that brevity and conciseness are the high notes of this Convention. We have no thought for the precedents of former years, and have striven principally to get before you in a few colorful flashes the spirit of that Paramount organization overseas, an organization which we will continue to label as one "on which the sun never sets" whilever you are proud to remember that Paramount is just as big as the meaning of that phrase.

Thus one massive frame pictures for you the world, and the bright spots on the globe's face where you can find a Paramount office and the glad-hand of Paramount friendship waiting for you. On this display also we have once again listed the theatres which belong to the Paramount organization either by ownership or through affilia-

Another display seeks to illustrate for you some Typical Paramount Exchanges, and some Typical Paramount Staffs which conduct other Paramount exchanges that we did not have room for. Another section of this board reveals a few of the Paramount Theatres which have mention on the map of the world. The fourth section of this massive board is given over to a tabulation of the Overseas Paramounteers according to nationality, and here you will see most graphically what a cosmopolitan organization we really are -- cosmopolitan, vet woven together by the intangible spirit of Paramount.

ALL LISTED

The map above spots the Paramount offices throughout the world, as well as the locations of those concessionaires who buy our product for local distribution. For your convenience we list the full addresses of all of these offices on the back page of this issue.

There will be shown also some flashes of films - American films in which you must surely be spell bound by the miracle of what the ar of dubbing has accomplished. These films will be shown during one of the interludes of the Convention, to be officially announced, and we urge you not to miss them. They are the mos fantastically intriguing slips of cellu loid ever beholden in this country.

(Continued in next col.)



















Paramount International News

Over on another page we have appealed to your imagination not to miss the special examples of dubbing which will be shown during the course of the Convention. Here we again repeat that plea: but because there will be questions asked about these wonders, we are utilizing some of the space of the special issue of Paramount International News to reveal a sidelight or two about this magical process.

You will be told during the course of the meeting that in order to distribute Paramount pictures in non-English speaking countries we must either dub them into the language of each country where we desire distribution, or else superimpose sub-titles in the language of each country, retaining of course the dialogue in English. Some countries permit of both forms of adaptation, in which case the dubbing is for the rural districts and the

superimposing for the cities.

We have thought it interesting to you to show some actual examples of this work, and have chosen an identical pair of frames from the picture "City Streets" for this purpose. In all In all four cases the frames are exactly the same. At the extreme left is this piece of action, with the original dialogue in English on the sound track, and French sub-titles superimposed.









How Paramount Pictures Overcome Language Barriers

At the extreme right are the frames, with the English sound track removed, but with words in French which exactly match the lip movements of Sylvia Sidney and Paul Lukas substituted. Not only do these words match the lip-movements, but they also convey exactly the same meaning. Next we find the sound-track striations carrying the Italian words which also match the lip movements and convey exactly the same meaning as the Eng-

lish words which have been removed. readily see if you can speak one, or Finally in the third picture we find two or all three of the languages we that the same thing has been done in have pictured above. German.

in each of these cases, for the intonations in the three languages repre- of the International delegates present, sented are different. But in the visual or more specifically any of the followeffect upon the screen, and the effect upon the ears of the listener in the or Luraschi. They've all waved the country for which the work is done, magic wands of dubbing, and know the result is perfect — as you will its curses and its virtues.

And if there are any further ques-Of course the striations are different tions that you want to ask about these seemingly magical processes, ask any

(Continued from previous page)

As for that famous Flags of All Nations banner which will be regularly on display, for the benefit of those interested we are publishing on this page a key to the flags so that each emblem may be readily identified.

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English	1,149	French	465	
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Brazilians	146	Germans	120	
Swedes	121	Japanese	197	
Mexicans	62	Danes	14	
Austrians	25	Guatemalans	13	
Norwegians	12	Hungarians	17	
Chinese	33	N. Zealanders	35	
Roumanians	26	Jugoslavs	14	
Argentinians	66	Hollanders	20	
Spaniards	180	Czechs	30	
Australians	131	Uruguayans	8	
Italians	90	Malays	16	
Chileans	23	Cubans	18	
Javanese	20	Peruvians	10	
Porto Rican	s 7	Portuguese	23	
Poles	41	Letts	25	
Americans	65	Colombians	18	
Finns	12	Estonians	12	
Bulgarians	15	Lithuanians 1		
Hindus	10	Egyptians	12	
Home Office 40				
GRAN	р тот	CAL 3,447		
-				

TOTAL OFFICES: 128

HANDY INDEX TO PARA-MOUNT'S THEATRES AROUND THE WORLD ready been made

We believe that it will be of interest to you, in addition to being useful information, to have before you a list of the Paramount-owned theatres in all countries where we have theatres, together with the seating capacity in each instance. This information follows:

ENGLAND

Name of Theatre

City

Oity Na.	me of Theatre	No. of Seats
London	Plaza Carlton	2,750
	Carnon	1,850
Ast	orias	
	Streatham	3,000
	Brixton	3,000
	Old Kent Roa Finsbury Park	
	rinsbury raik	3,500
Manchester	Paramount	3,004
Dublin	Capitol	2,400
Newcastle	Paramount	2,604
Leeds	Paramount	3,000
Birmingham	Futurist	1,800
Cardiff	Capitol	3,000
	FRANCE	
Paris	Paramount	1,903
Strassbourg	Broglie	1,400
Lille	Familia	1,180
Reims	Opera	1,493
Toulouse	Paramount	1,600
	BELGIUM	
Brussels	Coliseum	1,023
	SPAIN	1
Barcelona	Coliseum	1,500
	BRAZIL	
Sao Paulo	Paramount	2,200
	Coliseum BRAZIL	,

INDEX KEY TO THE FLAG OF ALL NATIONS

Mention has alof the mighty Flag of All Namighty tions which will be featured during the Convention. As there are few persons in any walk of life completely familiar with the flag of every nation, No. of Seats we give you herewith a key whereby you can immediately identify any flag which meets your eye, or find any flag you might be seeking.

ARGENT INA	AUSTRALIA	FRANCE	U.S.A.	ENGLAND	GERMANY	Japan	BRAZIL
AUSTRIA	BELCIUM	BOLIVIA	BULGARIA	AFMENIA	CHILE	CHINA	ITALY
DERMARK	CHATEMALA	CUB ∆	DOMENICA	CANADA	CZECHO- SLOVAKIA	EGYPT	SWEDEN
MEXI©	PORTUGAL	NOFWAY	GREECE	HAITI	SIAM	IRISH FREE STATE	COLOMBIA
SALVADOR	SVITZERLANI	HOLLAND	PARAGRAY	LITHUANIA	COSTA RICA	FINLAND	RUSSIA
FEDERATED MALAY STATES	PANAMA	URUGUAY	HUNGARY	ROUMANIA	SPAIN	NEW ZBALAND	NICARACRA
BONDURAS	PERO	JUGO- SLAVIA	PORTO RICO	TURKEY	POLAND	VENEZUELA	ECUADOR

	AUSTRALIA	
Melbourne	Capitol	2,118
	SWEDEN	
Malmo	Palladium Drott	1,062 582

Stockholm China 1,467 We have a stock interest in three theatres: Palace (2,200) Movies (909) and Gaiety (2,033) at Kingston,

Jamaica, B. W. I. Also a franchise interest in the Prince Edward Theatre (2,500) Syd-

HIS SPIRIT WILL EVER BE WITH US

ney, Australia.



He had so many true and loyal friends throughout the Paramount organization, and his unfailing cheerfulness was so completely a part of every Paramount Convention in which he participated, that it seems the most natural thing in the world that we should pay this sincere tribute to the remembrance of one whose name must ever live on whilever Paramount lives - Emil E. Shauer. The number of his friends was counted by the number of men and women he met in life: and that truly encompasses the delegates to this Convention.



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Vol I, No. 13

Your Share of Paramount's Good Will

HAT A CONVENTION!

ARGENTINA ALL SET FOR MARLENE THE MAG-NIFICENT

John B. Nathan, Chief of the Gaucho Division, was certainly agog when he received Mr. Hicks' cable regarding the sensational premiere of "The Scarlet Empress" at the Carlton Theatre in London. He was agog to the extent covered in the following letter sent by Pan-American Airways:

"It was certainly good to receive your cable regarding the premiere of 'The Scarlet Empress' in London, especially the news that the picture has tremendous mass appeal. Naturally we are all very anxious to receive our prints, and we can promise you that no matter how big the opening was in London, we will make it a bigger sensation here in Buenos Aires.

-AND WHAT A PICTURE!

Over on Pages 6 and 7 we start to launch our real enthusiasm for Mae West in "It Ain't No Sin!"

Here we are just giving you warning that the news of the Convention, and the status of the Quota Fighters are not the only chief items of news in this

If Mae West has been merely 'marvelous' up until now, turn over to the aforementioned pages and see what we think of her now.

The Nineteen-Thirty-four Convention opened at the Ambassador Hotel, Los Angeles, on June 18th. It continued for three very memorable days. The greatest and most internationally-appeal array of Paramount Pictures in all our history was announced to an audience which was itself international by virtue of splendid overseas representation. It was a meeting at which more Paramount history was written to stand the test of time-long endurance than at any other similar gathering in all of our quarter-century of picture-making and distributing.

This Convention was surely our ace high-spot of the year. You may read of it by turning to Page Four.

SIGNIFICANT ANNOUNCEMENTS NEXT ISSUE

August 'Paramount International News' will be a history-maker. It will carry two stories which will rightfully have honor places in the ever-progressing history of Paramount's international expansion. Both stories are of immediate importance.

Initially there will be the flashing report of the Contest which drew to a close with midnight of June 30th, and which when tabulated some time during the next twelve working days will record the winner of as spirited a display of friendly rivalry as Paramount has produced during the past couple of decades. It might even appear from the current issue of the magazine which you are about to read by Mr. Hicks. But don't be too darned certain that the result will be a foregone conclusion. about that.

Then, sharing honors with this account of an achievement already engraved in the portals of film history, will be the starting-pistol of another race designed to round off the second half of this year into the greatest whole year of Paramount accomplishment at any time, in any part of the world, and under any, including the finest, conditions in any time of Paramount history. In other words, if Paramount's International Legion succeeds during the second half of this year in doing what is hoped, they will have rung up a record of Paramount achievement which not even the most glittering superlatives of praise can do justice to.

The Contest will be announced next month. We ask merely that you approach your participation in it in the spirit which we have tried to convey to you in the in Paris, with an office supervising preceding paragraph.

EUROPEAN PROMOTIONS

It is our very real privilege to picture on the next page several of these Paramount leaders who are carrying the name and the spirit of our organization forward in so heroieally splendid a fashion in En-rope. Several of these men have recently received promotion and increased responsibility, the details having been forwarded by General Foreign Representative Fred W.

Mr. A. Liehtschiendl, formerly manager in Austria, has been advanced to the post of District Manager supervising the territories of Anstria, Yugo-Slavia and Roumania.

Mr. Rudolf Jellinek has been appointed District Manager supervising the territories of Czecho-Slovakia, Poland and the Baltic States.

Mr. G. P. Vallar has been appointed Manager over Germany. Mr. Charles Peereboom has been appointed Manager over Holland. Mr. Louis Foldes has been appointed Manager over Hungary.

In addition to Mr. G. J. Schaefer

(Continued on Page 2)



Published on the first of every month preceding issue date from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry. Edited by Albert Deane.

Vol. 1

July, 1934

No. 13

ADDITIONAL APPOINTMENTS

Further to those promotions carried on the front page of this issue we have received through the same channels additional news which must hearten all Paramounteers everywhere, for news of promotion is the grandest news of all these or any other days.

In Germany we are advised that Mr. W. Tillmans has been appointed Manager at Dusseldorf, and Mr. Freygang has been made Manager at Frankfort.

In Spain we learn that Mr. L. H. Rubin has been appointed Manager at Madrid, and Mr. E. Fonta is the new Manager at Seville.

Once again we offer the most cordial congratulations to these men in their new found responsibilities.

EUROPEAN PROMOTIONS

(Continued from Page 1)

all of the foregoing territories, Mr. Harvey Ott, comptroller, has also been transferred to this office where he will continue the same duties that were his in Berlin.

We offer heartiest congratulations on behalf of the entire Paramount International Legion to all of those who have received such merited promotion in recognition of untiring efforts on behalf of Paramount.

STANLEY B. WAITE

The entire Paramount organiza-The entire Paramount organiza-tion was shocked by the sudden death of Stanley B. Waite, Divi-sional Sales Manager of Paramount Pictures Distributing Corp., who passed away in his office in the Paramount Building on June 13th, the victim of acute indigestion. Mr. Waite, who was 44 years old, came to Paramount in 1927 as Sales Manager of Short Features

old, came to Paramount in 1927 as Sales Manager of Short Features and Paramount Sound News. When the Paramount Sales Organization was re-aligned into its three-division form he was promoted to Divisional Sales Manager. He had endeared himself to the entire Paramount personnel, which was left irreconciable by his loss.

"In the passing of Stanley Waite," said Mr. Adolph Zukor, "We have lost a fine man and a most capable executive. The company and the industry mourns the loss."



PARAMOUNTEERS OF CENTRAL EUROPE FOREGATHER IN PARIS

One of General Manager Gus Schaefer's first aetions in transferring his headquarters from Berlin to Paris during May was to eall a convention of all of the district managers and territorial managers of his Division. This significantly important meeting was held in Paris and a great deal of Paramount good resulted therefrom. After the meeting, the delegates naturally went to Paramount's Joinville Studio, as our photograph above shows. group, reading from the customary left to right are: M. F. Jordon, branch manager at Zagreb, Jugo-Slavia; M. Czaban, branch manager at Warsaw, Poland; Rudolf Jellinek, district manager in charge

of Czeeho-Slovakia, Poland and the Baltie eountries; Hans Gordon, branch manager in Berlin, Germany; Charles Peereboom, branch manager at Amsterdam, in charge of Holland; A. Lichtschiendl, District Manager in charge of Austria, Jugo-Slavia and Rou-mania; Nicholas Palugyay, branch manager at Bucharest, Bulgaria; and Lonis Foldes, branch manager at Budapest, in charge of Hungary.

Missing from this group were Henri Klarsfeld. administrateur delegue of the French organization, and host to the visitors during their stay in Paris; A Kuzmin, branch manager at Riga, Latvia; and S. Tyktin, branch manager at Lemberg, Poland.

WHEN CARL YORK'S VIKINGS STAGE A CONVEN- with a score of 5-0. In fact our foot-TION FOR EXHIBITORS IT IS ONE GRAND SHOW

Some Comments and A Letter in Substantiation of Scandinavia's Challenge to the Rest of the World

Don't let anyone try to tell you that the hot blood of enthusiasm doesn't surge through the veins and arteries of the Seandinavian Paramounteers of Sweden, Norway, Denmark and Finland! When they get enthused about something that has to do with Paramount — which is just about all of the time — they can generate a degree of excitement and produce a wealth of achievement hard to parallel, even in this Paramount Empire of ours.

We have received as a classic example of this spirit, copy of a letter sent to Mr. Lange in Paris by Chief Viking Carl P. York, and rather than attempt to in any way curtail this missive, or to edit it for space

requirements, we give it to you in full:

Dear Mr. Lange:

Just a line to let you know that the good news of "THE SCARLET EM-PRESS" premiere in London was received at a very opportune time just when the exhibitors throughout Sweden were congregated in Stockholm for their annual convention. Your telegram was read to all of our customers and was received with hearty applause.

Your announcement that Carl Brisson has been signed for a long term contract was also greatly cheered. News of that nature is always a great help to our sales staff but in this particular case it was a big scoop because of the fact that you were able to give it to us for the big convention.

In this connection it may be of interest for you to know that on the same day the Paramount football team of Sweden had been challenged to a match with the Swedish Filmindustri. Most of the exhibitors were present to



The victorious Viking team of Paramount footballers, the name 'Paramount' blazoned aeross their proud ehests.

witness the slaughter. Paramount, as usual, scored a complete victory with a result of 7-0. The referee was Mr. Arne Borg, the International swimmer, who is well known the world over. ball team has never yet been defeated.

From the above you will understand that the exhibitors were greatly enthused over these three big Paramount news events announced and they left town with a feeling that Paramount is still Paramount in everything that the word implies.

I have forwarded copies of your cable to all the branch managers and everybody was greatly encouraged and enthused over such big news.

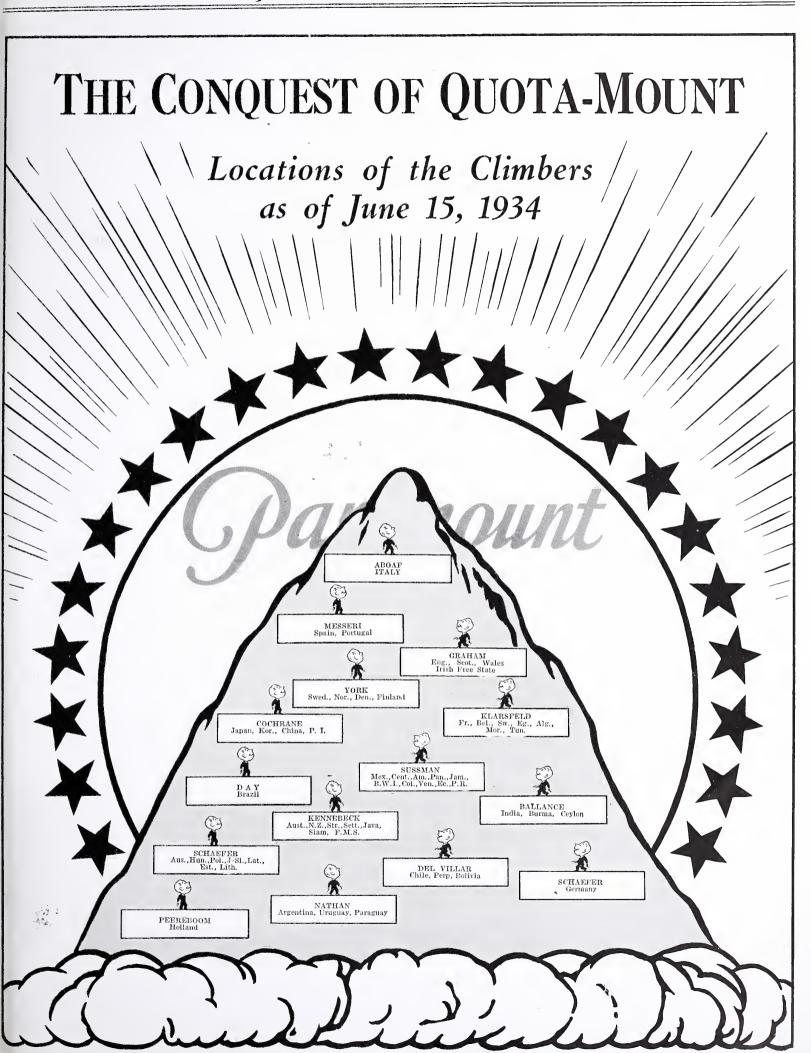
Again thanking you for this splendid cooperation, I am with kind re-

THIS IS TED PIERPOINT

Over on Page 11 you'll find one of the pepperiest challenges that that this Contest has produced, and if it doesn't stir Chief Matador M. J. Messeri into another powerful blast of retaliation, we sadly miss our guess. At all events, the



author of the Cristobal Br. Mgr. blast in one, S. E. Pierpoint, whose Cristobal Br. Mgr. friends and confidantes call him 'Ted.' So that you'll all know the kind of a guy you'll be directing your blasts at, we've pictured him above. We warn you, however, that he's probably good We have previously defeated Metro some pretty good blasts in reserve.



"PARAMOUNT GREATER THAN EVER"

Los Angeles Gathering Reveals Superb Product, Sees Inspiringly Loyal Exhibitor Support, Hears Many Gratifying Announcements, and Acquires Complete Confidence in Organization's Future.

HAT was to those participating in its writing the greatest page in all of Paramount's history was written during June 18, 19 and 20, when Paramounteers met in Convention at the Ambassador Hotel in Los Angeles. History, profound enough to affect the entire organization to the extent of making it far greater than ever was enacted by virtue of three great forces: Firstly the gathering was a mighty manifestation on the part of an organization emerging from the trials and tribulations of the past few years; secondly, it marked the first time in Paramount history when the three great film forces - production, distribution and exhibition — sat down in common conclave, with a complete sense of allied understanding, and discussed their respective problems freely and openly; thirdly, no convention has ever listened to finer and more inspiring addresses by our leaders, nor been so convincingly appraised in advance of marvelous product for world distribution.

this true from the standpoint of our tation, but it was principally true by virtue of the constant reference to our accomplishments by the speakers from the platform, and by the great number of stirring tributes paid our international organization by Mr. Zukor, and by Messrs George Schaefer, Emanuel Cohen and many others. Far more so than ever before, the whole Paramount organization is completely and irrevocably conscious of the tremendous part we play in Paramount's formost gratifying factor that we have to report on the Convention.

Coming shortly to a condensed re-

At this juncture it is highly impor- (which will of course be elaborated such splendid international representant for you all to know that in every in the colorful announcement books possible respect the Convention was which should reach you almost simulan International one. Not only was taneously with this issue of your magazine), we must first of all commend displays in the convention hall, or to your attention a summary of the from our overseas delegate represen- achievements of the Paramount International delegates at the gathering.

It became our privilege to open the afternoon season of the opening day. Mr. Schaefer did the initial honors, introducing Mr. Hicks to the assembled domestic delegates and exhibitors with as fine a tributory introduction as it has ever been our proud pleasure to listen to. He briefly sketched our Leader's career from the time he first joined the organization down to the present day, and particularly com- the last-mentioned for his splendid ward march. This is quite easily the mended his ability to talk 'down to work as Home Office representative in earth' and to completely understand the Hollywood Studio. He told of the the problems of the masses.

port on the new Season's product Agnew for the opportunity to have rope, and read at this juncture an en-

tation at the Convention, and went on to pay a remarkably fine and sincere tribute to the memory of Mr. Shauer, whom he regarded as next to his father in importance in his life. (It is fitting here to state that every international delegate who spoke paid a similar sincere tribute to that great man who passed on just seven months ago). His next tribute was to the men and women throughout the Paramount offices of the world who have given him such marvelous support, and to the men and women of Home Office in New York, citing specifically George Weltner, Eugene Zukor, Albert Deane, Charles Gartner and Luigi Luraschi, important move of placing Fred W. Mr. Hicks thanked Schaefer and Lange in charge of Continental Eu-

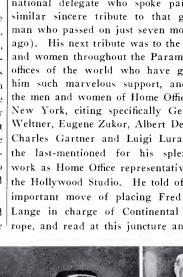
CLEOPATRA

Whilst there is not a great deal of mention made of "Cleopatra" in this issue you are invited to wait for the issue of next month to tell you about the ace De Mille picture of all time. It is truly the greatest Paramount box-office picture ever

thusiastic cable from Mr. Lange, following it with one of equal enthusiasm from the dean of American business interests in the Orient, Tom D. Cochrane. Then, voicing his thanks to Messrs, Zukor and Schaefer for their complete confidence in him and the entire International Corporation, he told of his gratification in being able to bring across the oceans several loval Legionnaires, introducing as first of them the dean of the Motion Picture Industry in Great Britain, a man who has been a Paramounteer for 19 years. a man we all love and respect.

Our Representation

After Mr. Hicks had introduced Mr. Graham, and the Bulldog Division's Leader had spoken so forcefully on the resolutions and ambitions of the Paramounteers of England, Ireland, Scotland and Wales, he in turn introduced Montague Goldman. The general sales manager of the Bulldog force had an extremely interesting message to deliver, and his exposition of Paramount sales methods under existing conditions in Great Britain was listened to with rapt attention by the en-









CONVENTION DELEGATES TENDERED FORMAL RECEPTION BY EMANUEL COHEN

The above photographs were taken at the official Paramount social reception held at the home of Emanuel Cohen, vice-president in charge of Production, on Misty Mountain near Hollywood. Mr. Cohen's home is one of the show places of Hollywood. It is accessible only by a winding mountain road which gave all the delegates heart palpitations.

Fully one hundred important film personalities had a grand time at the party. Mr. Cohen made a most charming and genial host. The foreign delegates were overjoyed at meeting their favorites in such beautiful surroundings. The rooms were bedecked with flags of all the countries in the world. It was a gala occasion — one long to be remembered by those who attended.

In the photo on the left are: (top row) Phil Hyams, prominent film

exhibitor in England; Montague Goldman, General Sales Manager, England; Evelyn Venable, actress; M. J. Messeri, Managing Director, Spain; Albert Deane, Director of Publicity and Advertising; John L. Day, Jr., General Manager, Brazil; (bottom row) Earl St. John, Director of Paramount's British Theatres; John W. Hicks, Jr., vice-President of Paramount International Corp; George Weltner, assistant to Mr. Hicks.

Center photo: Carl Brisson introduces Mae West to a namesake from Sweden, Carl York, General Manager of the Scandinavian territories.

Photo on right: J. C. Graham, Managing Director of Great Britain and Ireland, meets (left to right) Ted Mendenhall, Omaha, U. S. A. Manager; Gail Patrick, actress; Lou Diamond, head of Paramount Shorts; and Joe Morrison, radio star now appearing in Paramount Pictures.

IS MIGHTY CONVENTION KEYNOTE

tire gathering. Mr. Graham then introduced Earl St. John, and the general theatre director of Paramount's British houses had a brief but nonethe-less punchful message to deliver.

Mr. Hicks' next call was on John L. Day, Jr., and the Paramounteer from Río had one of the most intriguing messages of the entire Convention, wherein he recounted current conditions and problems in Brazil in particular and South America in general, and made several definite pleas to the Production Department regarding product. A similar product plea was put forth by Matador M. J. Messeri, the next speaker, who stated that with certain types of pictures he would undertake to roll up the greatest business in all the history of Spain and Por-

Next on the list was Carl P. York. speaking on behalf of his four Scandinavian territories, and promising marvelous results from the product which the Convention saw announced to the world. Final one of our speakers was James E. Perkins, who spoke not only for his territory of China, but who also conveyed to the gathering the most cordial sentiments of his Chief, the redoubtable Tom D. Cochrane, whose cabled sentiments had colored the opening note of the Convention a bright rosy red. Perkins gave the delegates an interesting exposition of Chinese dialects and told of methods of presenting talking pictures in his territory where so many variegated dialects exist.

Then the meeting swung back to Mr. Hicks, who again thanked Mr. Zukor and Mr. Schaefer for their confidence, and who promised and pledged on behalf of every Legionnaire throughout the world the greatest, finest and most consistent and persistent efforts in the international distribution of the new season's pictures. Our representation in this part of the Convention's programme was the most colorful and interesting of any participation we have ever enjoyed.

The New Product

The entire morning of the second day was devoted to an announcement of the new product. The various members of the Production Department who are already charged with the responsibility of making these new pictures occupied the platform and in turn told of some of the features which can definitely be expected from their pictures. It is noteworthy that in these expositions of product the factors that they were being confidentially but personalities.



MEL SHAUER HONORS FOREIGN DELEGATES WITH SWIMMING PARTY

One of the highlights of the foreign delegates social activities during their stay in Hollywood was the swimming party given in their honor at the home of Mel Shauer and Dick Blumenthal, production executives. This swimming pool is considered one of the finest in Hollywood executives. As you can readily see in the above photos many of the Paramount stars attended this joyous event.

1. Carl Brisson, Gertrude Michael, Sir Guy Standing and Carl P. York, Gen. Mgr. Scandinavia.

2. J. C. Graham, John W. Hicks, Jr., Charles Laughton, ances Drake, Gwenllian Gill, George Weltner, Sir Guy

3. M. J. Messeri, J. W. Hicks, Jr., Montague Goldman,

Phil Hyams (pointing), Earl St. John, Eugene Zukor, Carl York, Mel Shauer, John L. Day. 4. George Weltner, Rosita Moreno, M. J. Messeri.

George Wettner, Rosita Moreno, M. J. Alessert, J. C. Graham, Frances Drake, Mel Shauer, John L. Day, Jr., and M. J. Messeri, Foreign Delegates that with Ollie Traggardh, formerly of J. C. Graham who is convalescing in California. asst. to

8. Ida Lupino, George Weltner and Rosita Moreno. 9. (standing) Carl Brisson, Carl York, (seated) Gertrude chael, Albert Deane, Eugene Zukor, John L. Day, Jr., (seated) Gertrude

water) 10. J. E. Perkíns. 11. John W. Hicks, Jr., and Frances Drake

surely told in advance about the finest crop of Paramount Pictures ever to be produced.

Later in the day, when the forthcoming season's pictures were given a new and thoroughly practical form of analysis by Mr. Schaefer, it was found that we can positively look forward to a minimum of 24 Specials two a month - which will be specials as regards subject, star names, magnitude and supporting casts. In addition, he analysed 20 other pictures which he classified as Showmanship Specials, and which will powerfully augment the previous group of specials. This left at least 20 other spots open for the making of pictures to of sincerity and restraint produced in meet new trends of entertainment, or the listeners the unmistakable belief to accumulate new stars and stellar

Highspots of the announcement, tied | thundering climax. Suffices it to say in with the foregoing, are: Two Mae West pictures, two from Dietrich, three and possibly four from Claudette Colbert, two mighty specials from Cecil B. De Mille (who will definitely never step out of the 'spectacle' class again), four from Gary Cooper andwell, get back to that Announcement Book for a rare treat.

Mr. Zukor's Address

Concluding note to the general convention was an address by Mr. Zukor. We use the word 'address' simply because no other word seems adequate in conveying the poignant sense of drama which enveloped our President's talk at its beginning, and which grew and grew until it reached a

that in fifteen minutes Mr. Zukor encompassed all of the tribulations and harrassments through which our organization has passed, ticketed and docketed them, sealed them with the concentrated wax of all of our sorrows worries, and announced with a note of soaring triumph in his voice that the day of our delivery is probably not farther away than 90 days. It was a rapturously glad moment for him, as he surveyed the army of Paramount producers and distributors before him, and the array of our exhibitor partners on the dais behind him, and he gave voice to this feeling by telling that even if he never lived beyond this day he could call his life perfectly lived.

(continued on page 9)



AIN'T NO SIN" TO RAVE ABOUT THIS ONE!

Believe it or not — but there's a quality of enthusiasm-provoking entertainment in the new Mae West picture, "It Ain't No Sin" which is exciting beyond the limits of word-capture. We think, quite frankly, that we have one of the most sensational pieces of entertainment ever engraved on celluloid.

Don't get us wrong. This 'sensationalism' is offered strictly in the sense of exciting entertainment. One can liken it to the pulse-quick-

ening delight of such films as "Beau Geste" or "The Covered Wagon." One can view it as entertainment par-excellence, productive of the same thrill which theatregoers several decades ago got from "Camille." And all because it is a peerless piece of comedy drama, with a woman who started on the screen as a sensation, but who developed beyond that to the point where she is an actress of terrific power and enormous talent.

"She Done Him Wrong" and "I'm No Angel" have had great international success. This success has been more marked in some spots than in others. We are convinced, however, that "It Ain't No everywhere. We say with the most calm and collected dispassionateness at our disposal that we cannot possibly conceive how it can fail anywhere. We are more genuinely sold on its box-office possibilities in any and every country than we recollect being in a long while.



MAN WHO "WATCHES MAE'S STEP"

John Hammell, who is Paramount's head man" where studio censorship is concerned, was a constant visitor Sin" will be terrifically successful behind the camera, on the set of "It Ain't No Sin" while Mae West's current success was being filmed. John is the liaison between the studio and the distribution and foreign branches of the company, and is in effect the 'cerberus' who sees that so far as is humanly possible, nothing of a censorable nature is filmed in Paramount pictures. We see him above with Miss West and Boris Petroff, the famous blonde star's dramatic director, during the rehearsals of a scene for "It Ain't No Sin,"

STOP PRESS

Mae West's picture mentioned above will definitely have a brand new title.

COMPOSITE BEST DRESSED MAN

Hollywood's composite best-dressed man was named by Adolphe Menjou who is himself considered the screen's sartorial leader.

The combination best-dressed actor would wear the overcoats of Gary Cooper, the hats and caps of Lowell Sherman, the ties of Robert Montgomery, the trousers of William Powell and the shoes of Clive Brook, Menjou declared on the set of the Paramount production, "The Great Flirtation"

"The man who wears sport clothes best is Ronald Colman," Menjou declared. "Herbert Marshall excells in full dress.

"Frank Elliott is the best dressed

'ALICE IN WONDERLAND'' HAILED BY JUGO-SLAVIAN ROYALTY

Tributes of the highest possible order continue to be paid to Paramount's supreme novelty picutre, "Alice In Wonderland." Here's the latest of them, this time from Jugo-Slavia, contained in the following letter from Manager M. F. Jordan: Dear Mr. Hicks:

I can't help informing you about the event, which I think might be fit to be published in our "Paramount In-

ternational News,"

Upon the request of Her Majesty, Queen Mary of Yugoslavia, we had the picture ALICE IN WONDER-LAND sent to Yugoslavia, where it had been shown to the Royal Family at Castle Dedinje.

The picture, having pleased extraordinarily, the three young princesses asked that it be shown to them three times.

Later we had a show arranged for the children of the Anglo-American Colony in the Theatre Kolosseum in Belgrad. It can be hardly described how anxiously and enthusiastically these children attended the presenta-

When the show was over, all the children came to thank us, and a small fellow of about five years of age came right up to me and with these very words said "This was a Paramount picture, sir, wasn't it? I always was very fond of Paramount pictures." You can imagine that I felt very happy and proud about this success of our picture.

Very truly yours, M. F. JORDAN

ADOLPHE MENJOU NAMES for all occasions, with a perfect flair for the proper use of accessories.

To carry it a little further, the best-dressed producer is Samuel Goldwyn; cameraman, George Barnes; director, Sidney Franklin; art director, Gibbons, and writer, Gene Markey."



LAUDETTE OLBERT ALEOPATRA

We have definitely decided that no issue of Parintnews is complete without ten mentions of Cecil B. DeMille's latest and most powerfully box-office picture of his talking film career. Its name, we think you will recall, is "Cleopatra," and as another instance of our tireless mission of convincing you how luscious Claudette Colbert is in the title role, we have, with very evident reluctance, included the photograph shown above.

Incidentally, we saw this picture at the Los Angeles Convention, and we just dare you to ask us if we are

raving about it!

Wow! And another WOW! There's our answer!

THREE PARAMOUNT WEEKS FOR LITTLE SHIRLEY

We certainly are proud of our enthusiasm for "Little Miss Marker" after seeing the film stay at the New York Paramount Theatre first for one week, then for two weeks and finally for a third week.

You know, this amazing performance puts the little four-year old wonder in the same box-office class with La Belle West, for only Mae in recent years has been powerful enough to hold the fort at the Paramount for three weeks or more.

You know, therefore, that you have a swell picture in "Little Miss Marker," and just as swell news is the fact that Shirley Temple will be seen in at least one more Paramount picture. This is "Now and Forever," in which she will share honors with Gary Cooper and Carole Lombard.

ROSITA MORENO IN "LADIES SHOULD LISTEN"



An item of Paramount importance to all offices in the Spanish territories is the fact that Rosita Moreno has a featured role in "Ladies Should Listen."

This intriguing picture, with a Paris background, has a cast including Cary Grant, Frances Drake, Edward Everett Horton and George Barbier in addition to Miss Moreno.

GLAD YOU HAD A NICE GLOAT, JERRY

One day an odd item concerning a theatre in Managua, Nicaragua, floated into our hands, and because it was doubtless of interest to Jerome P. Sussman, general manager in Central America, we airmailed it to him. Of course we never expected it to be news to him — Jerry's too up on his toes for that — but we have a penchant but we have a penchant for doing this sort of thing. At all events, the action on our part brought forth the following response from Mr.

Thanks for the clipping you sent me regarding the construction of the new theatre in Managua. Just to gloat a little I wish to advise that we have had the first and only contract with this theatre for some time now and that Paramount will inaugurate it. I do appreciate these aids as it is very possible to slip up on some of these things inasmuch as our territory is such a large one.

"CRADLE SONG" A MELBOURNE HIT

Following upon its grand success at the Prince Edward Theatre in Sydney, Dorothea Wieck's "Cradle Song" has registered another triumph Paramount's Capitol Theatre in Melbourne. General Manager James L. Thornley, who has another mammoth hit on his hands with "Alice in Wonderland" a few weeks previously. a few weeks previously, backed "Cradle Song" with a campaign of publicity, advertising and exploitation which had the Melbourne picturegoers gasping up to the time of their arival in the lobby of the Capitol, and then the picture itself left them gasping at its sheer beauty.



GARDEL'S SECOND IN **PRODUCTION**

The second Carlos Gardel film to Paramount distribution throughout Trini and Blanca Vischer.

the world, is well in production as we go to press. Its title is not yet

In the east of this picture will be made in the Astoria Studio in again be found Vicente Padula and Long Island City, New York, for two important Spanish players,

Private Previews of New Productions

"THE GREAT FLIRTATION"

We think that this is a motion picture destined to have a very wide international appeal, partly because of its twin locales of Budapest and New York, partly because of the international understandability of its story, but principally because of the deucedly fine acting by Adolphe Menjou and Elissa Landi, two very expert performers. That seems to be a rather long sentence, but we think that it about encompasses the fine things about this picture that we are most earnestly desirous of saying.

"HERE COMES THE GROOM"

We feel perfectly confident in asking you to clear the decks not only for a darued good comedy, but also for the establishing of a new screen comedian who we are certain is going to go a long way. "Here Comes the Groom" marks the return to a certain type of fast and furious feature comedy of some time ago which old-timers will readily recognize when we say that it is on the order of "Paths To Paradise." And Jack Haley, the comedy-star of this picture, is one of those priceless performers for whom we yearn eternally, who tells by action comedy and pantomime what so many other stars of the talking screen seek to tell by words and more words. We predict, with the same sincerity that characterizes all of the foregoing remarks, that the two radio gag sequences in this picture are as funny as anything that you have ever seen on the screen at any time. We cannot help but chuckle contentedly over them even as these lines are being written...."Here Comes the Groom" is a deneedly finny pieture, not only because of Jack Haley, and its endless comedy situations, but also because of a sterling east, with Mary Boland, Patricia Ellis, Isabel Jewel and Neil Hamilton.

"KISS AND MAKE-UP"

A picture of very definite international appeal, chiefly because of its lavish and glittering settings, its locales of Paris and the Riviera, and the truly gay acting of Cary Grant, Helen Mack, Genevieve Tobin, Mona Maris and Edward Everett Horton. Has a great deal of incidental musie, and a couple of extremely tuneful songs sung by Cary

"SHOOT THE WORKS"

New York earnival and theatrical life constitute the background of this picture, but its chief interest to international audiences is that it is practically musical throughout. Six songs, constantly playing orchestras and a swell east make this one a film of exceptional interest. We are sure that the new song, "With My Eyes Wide Open" will be as great an international favorite as the recent "Did You Ever See a Dream Walking?"

PRESERVE THAT SPECIAL CONVENTION ISSUE

Under date of June 18th we prepared and issued a special number of Paramount International News designed to be of interest primarily to the various delegates attending the Convention, many of whom had never had the pleasure of persoually meeting the several delegates who made the overseas trip. While on the press it was decided that in addition to serving the delegates, this issue would at the same time be of interest to all regular readers of 'Parintnews.' So we printed the full regulation number, and you ntust by now have received your copy.

We are able to record here the information that the various facts set forth in this issue helped immeasurably to convey to all who attended the Convention a comprehensive idea of the mightiness of our Corporation. This issue was distributed to the delegates in their This issue was hotel rooms before the Convention opened, so that they came to their seats in the Ambassador Hotel already well primed on the 'International' situation.



BELGIAN NOBILITY

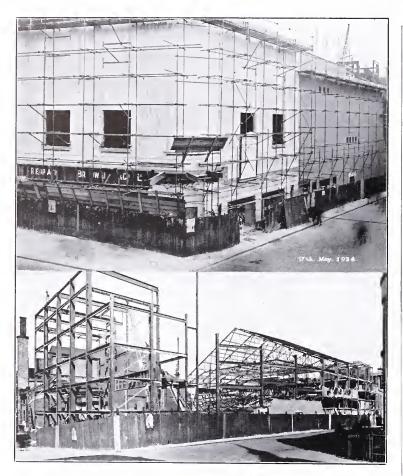
Cecil B. De Mille and Henry Wilcoxon in his character of 'Marc Antony' interrupt filming of "Cleopatra" long enough to play hosts to the Baron and Baroness Decaters of Belgium. Both visitors expressed themselves as being certain that "Cleopatra" would be one of the most impressive films ever to be screened in Belgium,



FAMOUS AUSTRALIAN FLIER AT PARAMOUNT

Sir Charles Kingsford-Smith and Lady Smith, en route from Australia to England where Sir Charles is to prepare for the famous London-Melbourne Air Derby, stop in at the Paramount Studio in Hollywood where they are met by Gary Cooper and Sir Guy Standing. Subsequently Sir Charles and his wife were entertained by Baby Leroy, and photographs of this meeting in the Studio restaurant were given wide national publicity in America.

PARAMOUNT'S INTERNATIONAL THEATRES REPORT



Front and Rear Views of Mayfair, Liverpool

LIVERPOOL'S MAYFAIR THEATRE PROGRESSES

Considerably in advance of the New Year's Eve trumpets which will pass out 1934 and welcome in 1935, there will be a gala in Liverpool, England, in connection with the opening of another of Paramount's prepossessing picture palaces. The theatre will be the Mayfair, and the above photographs demonstrate the progress which is rapidly being made in the crection of this fine house. As a matter of history the photos are dated May 17th, 1934, and the following detailed report from Evan II. Perkins, architect in charge of the work, gives a further that Mr. Ericson made this trip is to grand advantage for the company, insight into the progress:

Stonework now completed to the roof of the 2nd floor in the front por-

Roof to the 2nd floor is to be asphalted this week, and the plenum chamber finished out for the ventilation, equipment to be installed. This part of the building will be ready this week to be finished entirely by the plasterers, plumbers, electricians, etc.

Steel company now concentrating on the steelwork for the stage portion, and it is expected this will be completed within a few days.

Steelwork to the auditorium will be completed, and heavy cranes removed, by the 30th inst.

External brick walls to the auditorium have been built as far up as steelwork now permits.

Immediately the steel for backstage is complete, bricklayers will start there and work back to the centre of the auditorium.

All fibrous plaster for entrance vestibule, grand lobby bays, and orna-mental features to the balcony soffit and fascia, are ready to be delivered to the job.

Concrete steppings to the balcony now being installed. Expect to have these completed in about one week.



TOULON FLASHES "THE SIGN given "The Sign of the Cross" in OF THE CROSS" Toulon, France. Although it is barely

From Manager Robert Lenglet of the Marseilles Exchange, routed by way of our Publicity Department in Paris, comes this pictured proof of the elaborate front-of-house exploitation

Toulon, France. Although it is barely discernable in the picture, please note the huge electric sign of the picture's title on top of the house. Also the two banners on opposite sides of the second-floor level attesting that the film in "Un Miracle du Cinema."

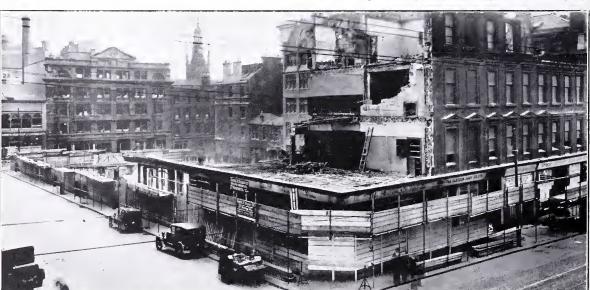
WILLIELM ERICSON, OF CHINA THEATRE, STOCKHOLM, VISITS NEW YORK

A very welcome visitor to Paramount's Home Office at the Crossroads of the World in New York during June, was Wilhelm Ericson, assistant manager of Paramount's China Theatre in Stockholm.

Mr. Ericson made the trip to New York as a member of the Swedish team participating in the International the famous Paramount Theatre from Bowling Contest. This contest was roof to basement. We know that he held in New York, and the mere fact will put this well-acquired knowledge

positive proof of the fact that he is one of the foremost bowlers of Sweden. Apart from his being a Paramounteer we wish to congratulate him most heartily on this fact.

During his stay in New York, Mr. Ericson utilized every possible moment for the acquiring of knowledge connected with the management and operation of Paramount's theatres, and spent a great deal of time inspecting



MAKING WAY FOR PARAMOUNT'S GLASGOW THEATRE--THE RENFIELD

On May 29th the above picture was taken in Glasgow, Scotland. On the 29th of May next year another picture will be taken from this identical angle, and instead of the toppling houses and shops shown above there will appear the majestic exterior of one of the finest film theatres in all the world. It will be the Renfield, newest of all the Paramount Theatres, and a sheer gem of entertainment architecture.



FRENCH PARAMOUNTEERS, TOO, HOLD A CONVENTION

The 10th French Division Convention was held in Paris from June 15th to 18th. The above photos reached the New York office just in time to be printed in this issue along with the Los Angeles news. More details in the August number.

Key to photographs

- Key to photographs

 1. Messrs Fred W. Lange, Administrateur Delegue, and I. Blumenthal snapped at the Joinville Studios where the latter welcomed the members of the convention.

 2. The speakers' platform: (left to right) Messrs. W. Horner, T. X. Jones, Andre Ullman (Director of Paramount Theatres in France), Henri Klarsfeld (Director General), Fred W. Lange, and Robert Rosenthal (Paramount concessionnaire in Switzerland)

 3. Mr. Jean Chataigner, President of the Association Parisienne de la Presse Cinematographique, makes a most interesting and instructive speech glorifying Paramount and severely criticizing the proposed law against the showing of American films in France. (l. to r.) Henri Klarsfeld, Jean Chataigner, and S. E. Fitzgibbon.
- 4. Banquet held closing day at which many French film stars were present, mong the guests were Danielle Darrieux, Germaine Aussey, Jeanne Boitel, Renee eller, Betty Stockfeld, Christine Delyne, Andre Hesse, Therese Dorny, Germaine
- Opening session.
 Opening session.
 At the Banquet given on the closing day, Abel Gance, well known director, who is to make "La Vie de Boheme" for Paramount, spoke. Seated at his left is the dramatist Yves Mirande, author of "Le Gentlemen" which also will be made
- who is to make 'La Vie de Boneme is the dramatist Yes Mirande, author of 'Le Gentlemen' which also will be also for Paramount.

 7. Henri Klarsfeld speaks to the assembled guests at the banquet. At his right is F. W. Lange.

 8. The Paramounteers on the roof of the Paramount Theatre in Paris. Group stands in front of the private projection where several films of the American production program for release during the coming season were screened. F. W. Lange (center) and Henri Klarsfeld (2nd from left)

PARAMOUNT CONVENTION

(continued from page 5)

General Business

Although the course of the general convention covered but two full days, every subject of pertinent interest was given its full and due exposition. The first day saw the general business of the Convention covered during the morning, with the afternoon devoted to Paramount International Corporation participation, and the story of the next season's short features. The entire second day was devoted to product, participation by our exhibitor partners of the United States and Canada, and the speech by Mr. Zukor. Interspersed throughout were screenings of five pictures and several short features. After the two days of general business there followed various regional meetings.

Sidelights

One particular feature of the Convention was the fact that it was not all work and no play. On the Sunday of arrival, for instance, the Parintcorp delegates had no sooner arrived than they were whisked out to the Beverly Hills home which Mel Shauer and Dick Blumenthal share, and there was held the swimming party which you will find pictured in part on Page 5.
The affiair was well attended by stel-

lar personalities, some of those present being Carl Brisson, Ida Lupino, Josef von Sternberg, Charles Laughton, Elsa Lanchester, Gertrude Michael, Gail Patrick, Frances Drake, Rosita Mor-eno, Sir Guy Standing, Gwenillian Gill and Mary Boland.

Later there were several golf tournaments and on Thursday evening, at the magnificent home of Emanuel Cohen on Misty Mountain, there was a Paramount party attended by 427 guests, and at which practically every stellar personality in Hollywood was present. We have pictured a few sidelights of this, but not even an entire issue could do justice to the magnitude and spirit of the party, any more than a hundred adjectivial superlatives could do justice to the pic-ture of light-spangled Los Angeles and Hollywood as viewed from the patio of Mr. Cohen's home.

The following day there was a deep-sea fishing expedition shared by a few of the hardier souls, and perhaps in a subsequent issue we can show you some sidelights on this affair, which had its participants on the high seas all day long and brought them back with ruddy complexions.

The Screenings

Five feature pictures were screened during the Convention, all of them

Unqualifiedly topping the ist was "Cleopatra," the diadem of all of Cecil B. DeMille's jewels. We propose to tell you bu tlittle about this picture in the current issue, but you'd better rivet our eyes in as precaution against what you'll get next issue.

Then "The Scarlet Empress," about which you have already been cold much; and Mae West's "It Ain't No which you will find covered on another page. Subsequently "She Loves Me Not" and "Shoot the Works," both of which reach the upper "Shoot the brackets for us because of the wealth of music each contains.

A Summary

Looking back on the convention through repertorial eyes one can only say, in all the sincerity possible of mustering, that it was the truest, finest, sincerest and most practical convention that members of Paramount's International Legion have ever participated. In turn, these very features are in themselves a happy augury for the future well-being, progress and prosperity of the Company which hereby pledges, with its every last resource, to take fine and fitting care of those who have dedicated their lives to taking care of Paramount.

IMPORTANT POINTS BRIEFLY EXPLAINED

THE NEW PICTURES. Not a great deal of space has been given in the report you are reading to the new Paramount Pictures for 1934-35. The reason is that many copies of the announcement books containing the entire story of these pictures have been sent to all

CONVENTION ILLUSTRATIONS. You find this year no pictures of the Convention hall, of the displays and the group of all delegates, the reason for this is that the Convention itself struck a new and especially fine note of personalness - a true getting together of the personalities responsible for our success in the triple fields of Production, Distribution and Exhibition, and we felt that this note could be best expressed in the type of illustration which we have used on these pages.

A LA CONVENTION

Lorsque vous serez arrivé à cette page, vous vous serez évidemment aperçu que le sujet principal des nouvelles de ce mois, c'est la grande Convention Paramount qui s'est déroulée à l'Ambasador Hotel à Los Angeles, pendant les trois jours des plus importants qui commencèrent au 18 juin. Avant cette convention nous avons préparé une édition spéciale de quatre pages du Paramount International News, vous donnant les noms des délégués du Paramount International qui étaient présents et dans le numéro, actuel, nous vous donnons aussi briévement que possible un rapport de ce qui s'est passé à la Convention. Nous sommes persuadés que les directeurs des divers territoires prendront des dispositions pour faire traduire les principales de ces nouvelles en votre langue pour ceux des Légionnaires qui ne lisent pas l'anglais.

Qu'il suffisse donc de dire ici que la Convention a démontré sans le moindre donte que Paramount est toujours Paramount: Nous sommes qui jours à la tête de l'industrie en ce qui concerne la production, l'organisation et l'esprit de nos collaborateurs. Toutes les autres compagnies ont annoncé leur programme de production avant Paramount, mais Paramount a tant d'atouts dans son jeu qu'il pourra couper tous les plis pendant l'année 1934-1935. Vous pouvez compter làdessus avec complète certitude.

Sans aucun doute, le point culminant de la Convention fut la réception tumultueuse accordée à M. Adolph Zukor. Notre président reste, comme il l'a toujours été, la plus grande et la plus éminente figure de l'industrie tout entière du cinéma et les manifestations de loyauté dont il a été l'objet de la part ces hommes présents à la Convention furent telles que l'on ne peut réellement rende justice à ce grand homme par de simples paroles.

Quant à eux, les directeurs du studio ont promis à Paramount International Corporation, la plus magnifique collection de films avec attractions speciales pour l'etranger qui ait jamais porté la marque de fabrique Paramount. Ils ont été tellement satisfaits du succès remporté par Carl Brisson qu'ils ont pour lui des projets merveilleux. Nous aurons très probablement de nombreux films musicaux de premier ordre, genre opérette, rien de derrière les décors. Et nous aurons un grand nombre de comédies dans lesquelles la pantomime et l'action domineront.

Ainsi mettez-vous immédiatement à l'oeuvre, et procurez-vous une traduction du rapport de la grande Convention que vous trouverez partout dans ce numéro.

Soyez à l'affùt pour ce grand petit film, "Little Miss Marker", qui a tenu l'affiche pendant trois semaines aux théàtres Paramount à New-York, honneur jusqu'à présent réservé aux seuls films de Mae West.

Bientôt on commencera à recevoir les rapports sur "The Scarlet Empress". Vous devriez concentrer vos efforts sur ce puissant film qui devrait vous aider énormément dans la lutte qui fera rage dans tous les rangs de la Légion Internationale Paramount pendant ces derniers six mois du concours de cette année.

Que se passe-t-il d'intéressant pour Paramount News dans votre territoire? N'y a-t-il rin que vous aimeriez faire connaître au reste du monde Paramount par la voie de notre magazine?

LA NOTICIA DEL MES!

Al llegar a esta página, el lector habrá advertido ya de sobra que la información culminante del mes, y por tanto la que pide para sí casi todo el espacio de que se dispone en estas columnas, es la relativa al magno Congreso Internacional Paramountista, inaugurado el 18 de junio en el Ambassador Hotel de la ciudad de Los Ángeles, donde celebró sus sesiones durante tres días. Con anterioridad a este suceso, publicamos, en edición especial de cuatro páginas de Paramount International News, la relación de los asistentes al Congreso; damos aquí ahora, en la forma más compendiosa posible, informes referentes a lo tratado en las tres sesiones. No dudamos que los señores gerentes de cada territorio cuidarán de hacerlos traducir.

Esto supuesto, baste con apuntar aquí que el Congreso ha demostrado de manera concluvente que la Paramount sigue siendo la Paramount; o sea, que continuamos a la cabeza de la industria cinematográfica en cuanto hace a producción, a organización y al espíritu de que nuestro personal se halla animado. Todas las demás editoras han anunciado su producción antes que la Paramount; empero, cuenta la Paramount con tantos elementos de éxito seguro, que habrá de serle muy hacedero competir con ventaja, sean cuales fueren las circunstancias que lleguen a presentarse, durante la temporada de 1934 a 1935.

Nota la más alta del Congreso fué, a no dudarlo, el resonante entusiasmo con que se acogió al señor Zukor. Hoy, como ayer, como siempre, es nuestro Presidente la figura máxima y más alentadora de cuantas hay en la industria cinematográfica. Las demostraciones de adhesión de que le hicieron objeto los asistentes al Congreso fueron tales, que faltan palabras con que describirlas.

En lo que respecta a la producción, diremos que los jefes del estudio cinematográfico le han prometido a la Paramount International Corporation el conjunto de películas mejor y de mayor atracción universal de cuantos llevaron hasta ahora la marca de la Paramount. Muéstranse ellos muy complacidos del buen éxito logrado por Carl Brisson, y tienen grandes planes con respecto a este actor. Contaremos, por otra parte, con buen número de películas musicales y con comedias de largo metraje, en las cuales sean la acción y la pantomima lo que predomine.

Estén atentos a la maravillosa película "Dejada en prenda" ("Little Miss Marker"), la cual permaneció por tres semanas en el Paramount Theatre de Nueva York, distinción ésta que hasta ahora había cabido solamente a las películas de Mae West.

Pronto empezarán a llegar datos acerca de "Capricho Imperial" ("The Scarlet Empress"). Lo que logren ustedes con esta magnífica producción les valdrá de mucho en el Concurso en que empeñará sus energías la Legión Internacional de la Paramount durante el segundo semestre de 1934.

Creemos que a toda la Parintcorp (Paramount International Corporation) le será grato enterarse de que se han terminado ya las dos primeras películas de Carlos Gardel. Estas películas de género musical, habladas y cantadas en castellano, se han filmado en Astoria, cerca de Nueva York, en los mismos estudios cinematográficos de donde salieron en años anteriores otros triungos de la Paramount.

Konvention Nachrichten

Wenn Sie bei dieser Seite angelangen, werden Sie zu dem Schluss gekommen sein, dass sich die ganze Ausgabe um die Jahresversammlung der Paramount dreht, welche vom 18.-21. Juni im Ambassador Hotel in Los Angeles abgehalten wurde. Um möglicht recht viel Interressantes über die Konvention berichten zu können, brachten wir schon vor Beginn der Sitzung eine Sondernummer von Paramount's Internationalen Nachrichten heraus, in der die Liste der internationalen Teilnehmer und vieles Anderes mehr zum Abdruck gelangte. Im Interesse derjenigen Paramountler, welche der englischen Sprache nicht mächtig sind, bitten wir die Filialleiter soviel wie möglich übersetzen zu lassen.

Es bleibt uns heute daher nur noch übrig zu sagen, dass die Konvention durchschlagend bewies, dass es nur eine Paramount gibt. Paramount ist und bleibt Paramount. Wir sind nach wie vor die Führer der Industrie ganz gleich ob es sich um Qualität, Organisierung oder um den tatfreudigen Geist in unserer Organisation Wenn auch alle anderen Filmgesellschaften ihr Programm für das kommende Jahr vor uns bekanntgegeben haben, so dürfen Sie nicht vergessen, dass wir mehr Asse als alle anderen in der Hand haben. Wir werden in 1934-35 mehr Trümpfe denn je ausspielen, und wir können einfach nicht umhin solche Erfolge zu buchen, wie wir es in der 'guten alten Zeit' taten.

Der Höhepunkt der Jahresversammlung wurde mit Herrn Adolph Zukor's begeistertem Empfang erreicht. Man kann mit Recht sagen, dass Mr. Zukor die grösste und markanteste Persönlichkeit in der Filmindustrie ist. Worte sind zu gering um den tosenden Beifall zu beschreiben, den unser Präsident erntete, als er die Konventionsräume betrat.

Die Atelierleitung hat der Paramount International Corporation die grösste Auswahl von Filmen mit internationalem Einschlag versprochen, die je unter dem Paramount Banner inszeniert worden ist. Jeder ist von Carl Brisson's grossem Erfolg begeistert und man hat wunderbare Pläne für die Zukunft dieses neuen Stars. Eine Reihe von Operettenfilmen steht auf dem Programm. Filme, die sich um das Leben hinter den Kulissen drehen, sind tabu. Ferner werden diverse Lustspiele inszeniert, in denen Pantomime und Handlung dominieren.

Mit einem Wort, es wird ein Bombenjahr für die Auslandsabteilung, und wir dringen aus diesem Grunde in Sie, sich sobald wie möglich Ihre Uebersetzung aller Einzelheiten der Jahressitzung anzufordern, damit auch Sie mit dem neuen Programm vertraut werden.

Wenn wir Ihnen einen Tip geben dürfen, so raten wit. Setzen Sie Ihr Aeusserstes für "Little Miss Marker" ein! Der Film lief drei Wochen lang im New Yorker Paramount Theater. Ein Erfolg, der bis jetzt nur Mae West Filmen beschieden war.

Bald werden hier in der New Yorker Zentrale die begeisterten Berichte über "The Scarlet Empress" einlaufen. Wir sind fest davon überzeugt, dass Sie mit diesem Film manche Schlappe während des Internationalen Paramount Kontests wettmachen können, der sich ja noch über ein halbes Jahr hinauszieht.

O NOTICIARIO DO CONGRESSO PARAMOUNT PREDOMINA NESTE NUMERO

Como prometemos na nossa edição passada, faremos todo o possivel para enfeixarmos neste numero o noticiario completo da grande Convenção da Paramount, reunida no Hotel Ambassador de Los Angeles, a 18 de Junho. Para circular entre os membros da nossa organização internacional, preparámos uma pequena edição de qua-tro paginas, do Paramount International News, e neste numero faremos uma reportagem dos factos mais importantes tratados na nossa Convenção. Os interessados nessas noticias, que vão em inglez, devem procurar dellas fazer uma traducção, pois são todas noticias dignas to seu conheci-

Nessa Convenção ficou patente que a Paramount é ainda a leader por excellencia de toda a industria cinematografica. O nosso producto é indiscutivelmente o melhor programa do mercado, graças á união de visitas do nosso departamento productor e ao renome e valor artistico dos nossos actores e actrizes. Outras companhias anunciaram antes os seus programas, mas a Paramount tem em mão tamanho numero de trunfos, que nenhuma outra marca nos levará vantagem em 1934-35. É a certeza da nossa victoria o que queremos assegurar aos amigos.

Um dos momentos mais emocionantes da Convenção foi o aparecimento de Mr. Zukor, recebido por uma tremenda salva de palmas. O nosso presidente, que sempre nos serviu da melhor guia e da mais alta inspiração, teve nesse momento a prova clarissima do quanto é estimado por todos os membros da nossa organização, facto que é apenas um tributo de justiça ao grande homem que nos dirige.

Os chefes do departamento de producção garantiram-nos, nos seus discursos de exposição, que o material deste ano será preparado caprichosamente e assim desde já nos congratulamos com todos os membros da nossa organização no estrangeiro, para quem é esse programa feito com tanto carinho. Os tecnicos do nosso estudio, como nós tambem, se regosijam com toda a organização pelo exito sem precedentes obtido pelo astro Carl Brisson, cuja estreia se deu no filme 'Segue o Espectaculo", que muito breve estará pronto para a exportação. Outra optima impressão obtida pelos membros do Congresso Paramount foi a pre-view dos ultimos filmes musicados, entre os quaes ha muitas comedias.

Um dos filmes novos, que merecem todo o nosso carinho, é "Dada de Penhor" (Little Miss Marker), uma joia pelo acabamento e uma prenda indescriptivel pelo trabalho de seus artistas. Esse filme ficou durante tres semanas no teatro Paramount de Nova York, coisa que só os trabalhos de Mae West têm conseguido.

E em se falando em luxo e grandiosidade, nada se compara á producção de Josef von Sternberg — "A Imperatriz Voluvel" — ultima creação de Marlene Dietrich para a Paramount. Ahi temos a historia dessa mulher famosa e grande amadora, que foi a Catarina II, a imperatriz voluvel.

Podem desde já tratar da sua publicidade, pois é filme de causar espanto.

Outro numero para proxima estreia, que a todos nós muito interessa, é o filme em hespanhol, interpretado por Carlos Gardel, o simpatico cantor de Argentina. O filme chama-se "Cuesta Abajo" e tem Mona Maris. EL UNIVERSAL - Domingo 13 de Mayo de 1934

El Gran Teatro PRINCIPAL

EL ANUNCIO MAS SENSACIONAL

QUE JAMAS SE HA HECHO!! LAS MEJORES PELICULAS DEL MUNDO, ESTRENADAS EN NEW YORK EN EL ULTIMO TRIMESTRE

CONSTITUYEN LA PROGRAMACION DE MAYO Y JUNIO!! EL PRINCIPAL EN EN PUNTA PARA TODO EL MUNDO!!

Sin olvidar que, además de MATERIAL EXCELENTISIMO, OFRECE: COMODIDAD, aparatos WESTERN ELECTRIC, SONIDO, VENTILACION Y PROYECCION PER FEE C TO S!!!

ATENCION, AHORA, A LOS SUPER-ESTRENOS!!

Viernes 18: BOLERO, con GEORGE RAFT Y CAROLE LOMBARD. — PANATRES 22: CALUMNIA, LA MEJOR PELICULA NACIONAL. — IND.

Viernes 25: ESCANDALOS ROMANOS!! — U.A.

LA FIESTA DE LA MUERTE -Fredric March. - FAK Viernes 8: CATALINA DE RUSIA — Douglas Fairbanks Jr. - U.A. Viernes 15: LA MUJER BLANCA con CHARLES LAUGHTON. - FAR

Viernes 22: EL SECUESTRO DEL HIJO DE MISS FANE.

Viernes 29: Sensacional! con DOROTHEA WIECK y BABY LEROY.
CUATRO ASUSTADOS 6 SEAMOS SALVAJES. - PAR

Además: 20.000 ANOS EN SING-SING!!

HECHOS, NO PROMESAS!!!

TODAS ESTAS PELICULAS ESTAN YA EN NUESTRO DEPOSITO!! Y LISTAS PARA SER
ESTRENADAS!!!

Y NO OLVIDE ADEMAS LOS ESTRENOS ESPECIALES DE LOS MARTES... Y LOS LUNES POPULARES, donde se dá cita toda la gente de Caracab!

HAGA DEL PRINCIPAL SU LOCAL PREFERIDO!!
TODO BAJO EL ENCANTADOR NUEVO PLAN DE PRECIOS!!

LOOK OUT, MATADORS! THE BANDERILLAS ARE BEING FLUNG WITH DEADLY PRECISION

It looks as though Chief Matador Messeri wrote a Quota Contest best seller' when he wrote that song we published in the May issue. At least that's the impression we get from Central America, specifically in the following letter indited to Paramount International News by Panama Manager S. E. Pierpoint:

We have just received our copies of he May issue of Paramount Internaional News, and after mulling over t awhile we turned back to page 3, alled everyone together, and tried over the Matadors' challenge song; ve all agree it is a rattling good

Here is a "banderilla" we cannot elp flinging Matador Messeri's way, nd is just one of the many thrusts ve have planned until the time for he kill arrives.

The attached clipping is from the newspaper "El Universal" of Caracas, Venezuela and refers to proximate week-end releases in the Principal Theatre, Caracas, ace house and show-window of entire Venezuela. Of the eight consecutive week-end releases advertised five are Paramount. How do we do it?

Its just as well we are to be de prived of our balloon by the next publication of the International News; we never did care for too great altitudes -air's too thin.



ITALY STILL ACE-HIGH IN EXPLOITATION

Flash after flash of exploitation genius continues to whizz across rom "Roman Eagle" Aboaf's Division. Here's another classic example: is time demonstrating what the exploitation staff of the Edison and entrale Cinemas as Treviso (Italy) did for "The Sign of the Cross." ot only did they utilize billboards freely, but they had this highowered automobile float to carry word of the picture along the highays and by-ways.

PRATCHETT'S SPIRITED GREET-ING TO THE SALES CONTEST OF LAST HALF OF 1934

The snappy titles of Paramount pictures continue to mean something forceful to Paramount Manager

Arthur L. Pratchett in Havana, Cuba, whose reply to the quota contest letter of May 17th sent him by Mr. Hicks evoked the following super-charged action story: YOU'RE TELLING ME to KICK IN with approximately 70,000 WITNESSES, therefore we'll TAKE A CHANCE and SHOOT THE WORKS as HELL AND HIGH WATER are DUCK SOUP to us THIS DAY AND AGE and. IT AIN'T NO SIN to say we are
SITTING PRETTY for, if
DEATH TAKES A HOLIDAY in
Cuba we'll make
MANY HAPPY RETURNS to the BIG EXECUTIVE and the GOLDEN HARVEST should know NO LIMIT when
THE CONQUERING HORDE of PARAMOŬNT ON PARADE FOLLOW THE LEADER TO THE LAST MAN

DUTCH MAGAZINE GIVES PARAMOUNT 2 OUT OF 5

The Dutch film magazine, "De Nieuwe Filmwereld" recently asked its readers to pick the Five Best Pictures for the Season 1933-34. Thousands of film readers answered the query, and it is very significant to us that although three other well-known film companies each provided one in the five, Paramount was the only company to provide more than one.

Paramount gave the picturegoers of Holland two out of the five. These were "The Sign of the Cross" and "The Song of Songs."

e "The Sign of the Cross" and be, was designed for the exploitation of Mae West's "I'm No Angel." "DEATH TAKES A HOLIDAY" — AND PROVOKES SOME ENGLISH HUMOR

In our May issue of your magazine we carried a memorable story concerning a real instance of Death 'taking a holiday' in the American city of Mobile, Alabama. This story was passed along to the English film trade press, and in Today's Cinema of London we find the following rather intriguing commentary:

A REAL HOLIDAY

Mobile, Alabama, is a little town in which the death rate preserves a steady and tragic level. What with street accidents, murders and the like many local citizens give the Main street newsbounds plenty to write about.

When "Death Takes a Holiday" went on the screen there for a threeday run, there wasn't a single occasion on which the grim gentleman could steal a march on local humanity. Death did in fact take a holiday in Mobile, for the whole run of the filmI accept this enlightening news from Paramount's designing publicity department without accepting respon-

ANOTHER ARGENTINE PUB-LICITY SMASH

Managing Director John B. Nathan has sent us another of those grand and glorious books of publicity dealing with the release of a Paramount special. This time the picture is "I'm No Angel," the book is bigger and more meaty than ever before, and the suspicion grows steadily that those Paramounteers in Buenos Aires are just about ace-high with the best picture publicists that any country in the world can offer.



FOR WINNING POSTER

Because of his skill in designing the winning "Alice In Wonderland" pos-ter, John Rule of Melbourne, Australia, receives the prize, a liberal check, from the hands of Frank V. Kennebeck, Paramount's exploitation manager at the Melbourne Capitol Mr. Kennebeck is at the right. The poster was in the May magazine.



THERE'S BOX OFFICE GOLD IN THEM THAR FRENCH POSTERS

That our French organization hasn't lost its skill of packing real box-office punch into their posters is shown in the above typical example which, if your French is not all that it should

suggesting to exhibitors they have a

sibility for first causes, and without

useful weapon to put the village undertakers out of business!



PORTRAIT OF A BUSY MAN

Harry Hammar, Paramount's branch manager in Helsingfors, Finland, was busy in action proving the worth of General Manager Carl York's powerful letter to Mr. Lange (printed on another page), when our nimble camera lens clicked on the scene. It is our understanding that when snapped in the pose above, Mr. Hammar had just closed a profitable suburban deal involving "Death Takes A Holiday" and seven other great 1934 pictures.

NEW ADDRESS FOR OFFICE IN CHINA

Please make the following alteration to your list of Paramount's Distribution Offices Around the World:

Paramount Films of China, 10 Cousins Road, Tientsin, China.

HET NIEUWS STAAT IN HET | BOLAGSSTAMMENYHETER TEEKEN DER CONVENTIE

Uit de voorgaande pagina's zal het al wel duidelijk geworden zijn, dat de meeste berichten dezer editie handelen over de gedurende drie dragen in Los Angeles gehouden Conventie. conventie nam een aanvang op 18 Juni en duurde tot 21 Juni. Voorafgaand aan deze conventie hebben wij reeds een speciale editie gepubliceerd van vier pagina's, de namen bevattend van de gedelegeerden, die aan de conventie deelnamen en door gebrek aan plaatsruimte moeten wij ons in deze regelen beperken tot het allervoornaamste wat tijdens die drie gewichtige dagen voorviel in het Ambassador Hotel, in Los Angeles, alwaar de conventie gehouden werd. Wij hopen, dat de buitenlanders, die de Engelsche taal niet machtig zijn, een en ander voor hen laten vertalen.

In hoofdzaak komt het hier op neer: dat Paramount nog altijd onze eigen, oude Paramount is. Wij staan nog steeds vooraan, wat films, organisatie en personeel betreft. Alle overige film maatschappijen hebben hun productielijsten aangekondigd vóór Para-mount.. Weest gerust: Paramount kan met film voor film van de anderen winnen, gedurende het 1934/5 speel-Dat is een vaststaand feit!

De luidruchtige ontvangst, welke den Heer Adolph Zukor ter Conventie ten deel viel, is een der meest besproken gebeurtenissen. Onze President is en blijft de grootste en meest vooraanstaande figuur in de industrie en de legionnaires lieten hem dit op ondubbelzinnige wijze blijken. Wij kunnen noch deze spontane ontvangst, noch de grootheid van dezen man in woorden recht laten wedervaren.

De directie der Paramount studio's heeft ons als haar bijdrage, een serie films beloofd, die alle vorige films met het Paramount handelsmerk verre achter zich laten. Deze belofte is ten deele gebaseerd op het succes van onze nieuwe ster, Carl Brisson. De productie afdeeling heeft groote plannen met Brisson. Bovendien zullen enkele muzikale films op stapel gezet worden, van het operette type. Het zullen géén films uit de tooneelwereld Benevens deze muzikale films bestaan er plannen om enkele kluchten te vervaardigen, waarin de dialoog door pantomime vervangen zal worden, voor zoover dit mogelijk zal blij-

Het is voor U van zeer veel belang om de meeste Engelsche artikelen in dit nummer voor U te laten vertalen. Wij vestigen Uwe speciale aandacht op de succesfilm 'Little Miss Marker' (Juffertje Marker). Deze film draaide drie weken achtereen in het Paramount theater in New York (Manhattan), een eer, welke hiertevoren uitsluitend ten deel gevallen is aan de Mae West films.

Binnenkort kunt U nieuws over 'The Scarlet Empress' verwachten. Deze film is voor elk buitenlandsch kantoor een wapen in den strijd om den voorrang aan het einde van dit jaar.

Het zal iederen medewerker der Paramount International Corporation wel verheugen te vernemen, dat de eerste twee films, met den Spaanschen acteur, Carlos Gardel, in de hoofdrollen, reeds gefilmd zijn.

Deze twee Spaansche muzikale films werden vervaardigd in ons studio in kan intressera Paramount? Astoria (New York), het studio, dat något ni tror skulle intressera Paraheeft geschonken.

FYLLER DETTA MAN-ADSHAFTE

När ni kommer till denna sida, vet ni allaredan, att så gott som alla nyheterna i detta häfte handlar om Paramounts stora möte, som hölls i Los Angeles på Hotell Ambassador för tre dagar från den 18de juni. detta möte utgav vi ett häfte på fyra sidor av Paramounts Internationella nyheter, i vilket vi delgav namnen på alla de medlemmar av Paramounts Internationella förening, som voro närvarande vid mötet, och i detta mummer försökte vi så vidt som möjligt att beskriva, vad som hånde på

För de legionärer, som ej förstå engelska, äro vi övertygade om, att cheferna för vart speciellt teritorium äro glada att översätta de viktigaste nyheterna.

Det viktigaste av allt var, att mötet i sin helhet utgick på, att Paramount fortfarande är Paramount; vi äro fortfarande det ledande bolaget inom industrien, när det kommer till prima vara, sammanhåilning och vår enhälligt goda vilja. Alla de andra bolagen ha uppannonserat sin nya produkt långt före Paramount, men Paramount har så många vinnare att vi kunna övertrumfa alla andra år 1934-35. Ni kunna alla vara övertygade därom.

Tvivelsutan blev det mottagandet, som gavs Adolf Zukor mötets stora "clou." Vår chef år och förblir den största och mest avhållna mannen inom filmindustrien och de bevis på vänskap och kärlek, som visades honom av alla mötets medlemmar, voro rörande och ärliga.

Ateljecheferna ha heligt lovat Paramounts Internationella Corporation den mest värdiga katalog av filmer, som någonsin utsläppts, och med mera allmänförståelig underhållning. äro mer än nöjda med Carl Brisson, som gjorde så stor succes, att stora planer utläggas för honom. Vi arbeta också på flera stora musikfilmer av operettyp. Inte en enda av dem handlar om livet bakom scenen. Och vi lovar er också flera komedier med pantomin och handling och mycket lite

Skaffa eder därför ögonblickligen en översättning av mötets alla detaljer, som återfinnas i detta häfte.

Var på vakt för den underbara lilla filmen, "Little Miss Marker." Den gick för tre veckor på Paramountteatern, en ära, som endast givits till Mae Wests filmer.

Snart börja kassarekorden att komma in från "Den Röda Kejsarinnan." Denna underfilm kommer att hjälpa eder oerhördt i den tävlan, som hålles av Paramounts Internationella legioner sista hälften av detta år.

Vi äro övertygade om att Parintcorpbolaget kommer att bli förtjusta att höra, att vi just nu fullbordat Car-los tyå första spanska filmer i New York. Dessa två musikfilmer upptagos i Paramamounts atelje i Astoria, där så många stora Paramountssuccesser inspelats.

Vad händer i edert land och stad, som zoovele succesfilms aan Paramount mounts andra medlemmar världen över genom detta häfte? Låt oss veta!

LA CONVENZIONE

Arrivati a questa pagina, sara' per voi evidente che la principale notizia di questo mese riguarda la grande convenzione della Paramount che si e' iniziata il diciotto giugno all'Ambassador Hotel di Los Angeles ed e' durata tre importanti giorni. Prima di questa adunata abbiamo preparato uno speciale numero di quattro pagine del "Paramount International News", dando i nomi dei delegati della Paramount che vi parteciparono. In questo numero noi facciamo un resoconto conciso, quanto e' possibile, di quanto e' stato fatto alla Convenzione. Per quei Legionari che non comprendono bene l'inglese, noi ci teniamo sicuri che i direttori dei rispettivi territori faranno in modo di avere tradotti i punti piu' importanti di quizte notizie.

Percio' bastera' dire che la convenzione e' stata assai fruttifera, che la Paramount e' sempre degna del suo nome, che noi siamo ancora alla testa dell'industria per quanto concerne produzione, organizzazione e lo spirito che anima gli uomini. Ogni altra compagnia ha annunciato la sua produzione prima della Paramount, ma la Paramount ha tanti assi che sara' capace di trionfare su tutto durante il 1934-35. Voi potete esserne assolutamente sicuri.

Indubbiamente la nota piu' importante della convenzione e costituita dal grandioso ricevimento fatto a Mr. Adolph Zukor. Il nostro Presidente resta, come sempre, la piu' grande e la piu' ispirante figura nell' intera industria cinematografica e la dimostrazione di devozione, che gli e' stata fatta da tutti gli intervenuți alla convenzione, e' stata tale da non potere essere descritta con parole degne dell' evento e dell' uomo.

Per parte loro i dirigenti della Studio hanno promesso alla Paramount International Corporation la piu' grande serie di pellicole con appello mondiale che sia mai stata fatta da questa compagnia. Essi sono tanto soddisfatti del grande successo di Carl Brisson che hanno importanti piani per lui. Avremo inoltre numerose cinematografie musicali che saranno sul tipo dell' operetta e non si svolgeranno nei retroscena. Avremo in-fine moltissime comiche nelle quali predomineranno la pantomina e l' azione.

Percio' mettetevi subxito al lavoro ed assicuratevi una traduzione del resoconto, riguardante la grande convenzione, che si estende per tante pagine di questa pubblicazione.

State all' erta per quella meravigliosa cinematografia che va sotto il nome di "La piccola Marker" (Little Miss Marker). E' stata proiettata per tre settimane al teatro Paramount di New York, onore che finora era toccato solo alle pellicole di Mae

Presto incominceranno a girare i records della "Imperatrice Rossa". vostri sforzi per questa colossale cinematografia dovrebbero aiutarvi immensamente nella gara che sara' disputata nei ranghi della Legione Internazionale della Paramount durante la seconda parte di quest'anno.



PARAMOUNT NEWS FROM **POLAND**

The picture "Good Dame", released at the Filharmonia Theatre,, (photos of the theatre with posters and stills of the picture attached hereto) has been well received by the public and the press.

Below a few extracts of the local

"The whole attention and sympathy of the public is concentrated on the dialogue of the two young heroes. It is very reminiscent of the famous play of Niccodemi, "Dawn, I Night". (KURJ. WARSZ.) Day and

"Of special note are the new way of treating the story and the intelligence in handling the dialogue. The public follows the action with concentrated attention". (A. B. C.)

"The finest of current releases". (NASZ PREZEGLAD)

"L'esprit qui se dégage de cette conversation du couple amoureux et qui se défend de l'etre c'est presque du champagne pétillant léger, délicieuse-ment vaporeux envahissant le spectateur et provoquant des fusées de rire." (L'ECHO DE VARSOVIE).

At the request of Marshall Józef Pilsudski's private secretary films are from time to time being sent for screening to Belvedere, the residence of the Marshall. During this season the following pictures have been screened there:

"The Way to Love", Big Broad-cast", "Design For Living", Miss Fane's Baby Is Stolen", "Girl With-out A Room" "Sitting Pretty". Special appreciation was given to DE-SIGN FOR LIVING.

The Polish illustrated magazine "Swiatowid", edited by the leading daily "Ilustrowany Kurjer Codzienny has announced a contest for the best original script.

Mr. M. Czaban, manager of the Warsaw Paramount Office, has been elected member of the jury in his capacity of local representative of the Paramount, always and everywhere being the leading film organization,the remaining members of the jury being:- Mr. K. Irzykowski of the Academy of Literators, Mr. J. Relidzynski, poet and President of the Board of Censors, Mr. R. Ordynski, Director and President of the Central Union of Producers, Mr. J. Boczkow-ski, editor of "Swiatowid" and organ-

Paramount ternationa

Vol, I, No. 14

Your Share of Paramount's Good Will

AMERICO ABOAF AND HIS ROMAN EAGLES ROMP HOME WITH 1ST. HALF YEAR CONTEST

Proving once again that a terrific initial momentum in an international contest is more than half the battle, Americo Aboaf led his Roman Eagles home to victory in the race which covered the first half year of 1934. The Italian Division finished well over Quota and all of the men and women responsible for this inspiring victory are entitled to the highest possible praise, not only for the sterling work that they did in accomplishing a triumph, but also for their timely proof of the adage that "an early lead is an aid indeed."

But the race wasn't all Italy's. Back in the other places there were taking place some revolutionary changes, and there is no saying what the result might have been if the contest had been sustained a couple of months longer. For instance, Henri Klarsfeld had swung his French Division from 5th place to 4th, Tom Cochrane had brought his Far Easterners from 6th spot to 5th, both of them displacing Carl York's Vikings from 4th spot to 7th. Sixth place had been grabbed by Jerome P. Sussman's Central Americans, an advance of one place over last month. John Day, Charles Ballance and John Kennebeck retained their Divisions in their respective places of 8th, 9th and 10th of last month; but Benito del Villar swung his West American bunch from 12th to 11th, while John B. Nathan advanced his Gauchos from 14th to 13th.

The following are the detailed results:

- 1. Aboaf Italy
- 2. Messeri
- Spain, Portugal
- 3. Graham England, Scotland, Wales
- Irish Free State
- 4. Klarsfeld France, Belgium, Switzerland, Egypt, Algeria, Morocco,
- Tunis. 5. Cochrane
 - Japan, Korea, China, Philippine Islands
- 6. Sussman
 - Mexico. Central America, Panama, Panama, Jamaica, British West Indies, Colombia, Vene-British zuela, Ecuador, Porto Rico.
- 7. York
 - Sweden, Norway, Denmark, Finland
- 8. Day
- 9. Ballance
- India, Burma, Ceylon.
- 10. Kennebeck



AMERICO ABOAF

Australia. New Zealand. Strait Settlements, Java, Siam, Federated Malay States.

- 11. Villar
- Chile, Peru, Bolivia
- 12. Schaefer
 - Austria, Hungary, Poland, Jugoslavia, Latvia, Esthonia, Poland,

CASH PRIZES

Paramount initiative and enterprise, always dominant factors in any and every Paramount International contest, have a new ally during the second half year contest of 1934 in the shape of three toothsome cash prizes. These three sprightly newcomers to the field of battle (their specifications are set forth on Page 3), will find themselves true international favorites, for they will soon learn that Paramounteers of every land, speaking all of the known languages, will be ready to fight for their favors. We confidently expect, as a result of their advent, that the battle will be no more exciting, no more whip-speeded, no more enthusiastic — but if anything it will be more chummy. Moreover, we find in the scheme of allocation of these monies which Messrs. John W. Hicks, George Weltner and Eugene Zukor have devised, that all Paramount offices stand absolutely equal chance of participating in them.

(Continued on Page 3)

Lithuania.

13. Nathan

Argentina, Uruguay,

Paraguay

14. Schaefer

Germany

15. Peereboom Holland

DE MILLE'S NEW EPIC WILL BE SPECTACULAR STORY OF THE GREAT MEDIEVAL "CRUSADES"

Accustomed as we are to magnificently cheering announcements from ace Director Cecil B. De Mille, we cannot help but give an additional whoop at the announcement concerning his next Paramount picture. De Mille will, in this next creation, produce a picture which will not only have superb general appeal throughout the world, but he will invest it with what will be to a great many countries the outstanding motif of religious reverence.

as "The Crusades." It will be made the stemming of the avalanche of on a scale befitting so ennobling a Paganism which threatened Europe theme, for as De Mille himself describes it, it will be the picturization and low, young and old gladly gave of "history's most titanic struggle their lives for an ideal, brought in which all of the nations of Euchivalry to its height and shaped by rope banded together for an in-supreme effort and sacrifice the be-spired and unselfish eause." This

The film is known for the present the Search for the Holy Grail, and from the East, and in which great conflict, which had for its two aims spectacle proportions and amount tries of Continental Europe.

of research and preparation required for this forthcoming production (on which shooting commence around September 1st.), has caused De Mille to abandon all plans for the vacation which he had scheduled following the completion of "Cleoparta."

Casting for the "Crusades" begin shortly with Riehard the Lion Hearted as the choice role to be filled. However, the Four Kings of Enrope including Richard who fought the Crusades and the Great Sultan Saladin who opposed them will provide important spots for five leading men in the picture besides involving four leading women in the roles of the royal princesses of Europe.

MR. HICKS IN EUROPE

Mr. John W. Hicks, Jr., vice president in charge of Paramount International Corporation, is at present in Europe, and according to schedule should now be in Sweden. He left New York on board the S.S. Manhattan, July 18th, and expected to be absent about two months, taking in most of the coun-



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August, 1934 Vol. I

"BEAU GESTE" STILL A LIVING PICTURE

No. 14

Few pictures within the two decades of Paramount's Foreign Legion have had the thrilled attention given them that "Beau Geste" merited eight years ago. It was a pie-ture which in practically every part of the world strode from triumph to triumph. And now it is living again, for in Paramount's Astoria Theatre in Streatham, London, it recently was revived for a season of one week, where its accompaniment was the music of the famous "Beau Geste" score played by an orchestra of 35 performers.

Sensational business was the result, and we call this fact to your attention with the sincere comment that great pietures never die, and that enterprise ean often ereate a situation like this one in London.

In reporting the season, "Today's Cinema" of London had the following to say in its isue of July 13: "A notable success has been scored by the revival now taking place at the Streatham Astoria of the famous silent pic-ture, 'Beau Geste.' Packed audiences have been the rule all week, hundreds of young people who have never pre-viously seen 'Beau Geste' flocking to see the film . . . As a result of this success, Paramount office in London has been the recipient of a great many inquiries regarding a revival of the

One very important sidelight on that report is the observation that there are hundreds and thousands of young picturegoers who were not going to movies when "Beau Geste' was released, and who now have a very natural curiosity to see the picture. Perhaps this thought will prove just as provocative to you.

A COUPLE OF MAGNIFICENT HOUSE ORGANS

It is a real thrill this month to be able to report the arrival in New York of two house organs which have excited tremendous admiration in all to whom they have been shown.

First in via the mails was 'Para-mount Francaise," and if ever a publication was terrifically imbued with the spirit of a great and memory-enduring convention, this issue of France's own publication gives to the Paramount world the story of the gathering over which Mr. Henri Klarsfeld presided, and at which Mr. Lange and many other of our Continental executives present. We have examined this publication from cover to cover, A STATEMENT FROM OUR LEADER ABOUT THE PARAMOUNT FILMS OF THE VERY NEAR FUTURE.

On the eve of sailing for a scheduled visit to the Paramount offices of Europe I cannot help but attempt to express something of the enthusiasm I feel for the Paramount productions which are to come to you from several sources during the next several months. Much of this enthusiasm was generated during our recent inspiring visit to Hollywood where in conference with Mr. Zukor and also with Mr. Emanuel Cohen we were made part of the council planning the new Paramount pictures.

Even in advance of these conferences we had been thrilled by screenings of "Cleopatra," "The Scarlet Empress" and the new Mae West film. We had witnessed filming of many scenes of other feature pictures and we had talked informally with many of the production executives, directors and writers. Everywhere we sensed not only the fact that Paramount's studio force was lining up the greatest array of film fare ever to be presented to us for distribution, but also that every last detail of the plans for these pictures was being laid with the world as a market definitely in focus. This we felt was probably the most gratifying feature of our entire visit.

And so, without delving too deeply into advance production plans, we are in the happily fortunate position of being able to tell you that music, musicals and the glorious rhythm of operetta will predominate in the new 1934-35 programme. There are some details which we are not presently at liberty to divulge which will thrill you to the core when we can let them loose for your information. Over and beyond these is the fact that when we make "The Big Broadcast of 1935" it will possess a symphonic international appeal and will surely be one of our major successes of all time, with international stars in its roster as well as American ones. As for Cecil B. De Mille's "The Crusades," I will let the abundant news elsewhere in this issue tell

Certain of our territories are being specifically catered to with productions in the local language. The Spanish territories, for instance have the Carlos Gardel pictures, the first two of which have been completed, with Number One already in distribution. France has its independently produced Joinville films. Sweden will have two films made for distribution in Swedish: all of these supplementing the major flow of Paramount product coming from Hollywood and New York.

And in conclusion permit me to say that this major product, which includes "Lives of a Bengal Lancer," already definitely in production, has every indication of achieving the highest grade of excellence of any Paramount product I have ever known in the period of my association with the organization.

Cordially yours,



congratulations to those responsible | Messeri's departure for the Los Anfor this memorable issue.

Like praise goes to those responsible for the June 2nd. issue of "El Mata-dor," peppy house organ of the Span-

geles Convention, we can readily anticipate a marvelous issue following his return, an issue which should reflect and have passed individual copies dor," peppy house organ of the Span-along to executives in New York and ish Division. Inasmuch as this issue Hollywood and all extend heartiest was prepared at the time of Mr.

ADDITIONAL SIDELIGHTS ON THE CONVENTION

Elsewhere in this issue we promised you some more glimpses of the Convention activities (social) during the famous Los Angeles session, and here they are. (1) Jim Perkins, Albert Deane and George Weltner vie for the honor of taking Grace Bradley to dinner at Mr. Cohen's house, with G. W. apparently winning. (2) Earl St. John, Montague Goldman, John W. Hicks, Jr, and George Weltner leave the air-cooled cars for a whiff of Aubuquerque's 100-in-the-shade. (3) Moe Messeri tells Toby Wing a funny story in Spanish, appreciated by Luigi Luraschi (right), but Montague Goldman (left) 'no habla espagnol'. (4) Messrs. Hicks, Weltner and Day out of the cars again, this time at Flagstaff, Arizona. (5) The Paramount Special was the only train ever to carry a company trade mark on the rear of the observation car. The additional decoration is none other than Carl P. York. P. York. (6) Back to the party again, with Moe Messeri keeping Mel Shauer and Eugene Zukor company before the overworked camera lens.

THREE GRAND CASH PRIZES FOR LAST HALF YEAR

'VARIETY' THINKS THAT "CLEOPATRA" IS MAGNIF

Of course we hardly needed the trade papers to tell us that we have one of the mightiest attractions of all times in our own Cecil B. De Mille production of "Cleopatra," but it nevertheless is fine to see the news printed in those customarily tough columns of one of the world's outstanding critical publications. The Los Angeles edition of 'Variety' is the first to carry a review on the picture, having caught the super-spectacle at its tryout preview, and the report says, in part:

"De Mille's 'Cleopatra' is a superb piece of theatrical magnificence, loaded with that type of glitter and sense appeal which should make the picture fare exceedingly well Title gives it enormous advantage.... With Claudette Colbert in the name role, and a strong supporting cast to supplement the draw, together with De Mille's own showmanship, it has heavy exploitation ammunition. . . . Battle scenes on land and sea, sybaritic orgies on the queen's galley, splendors of court and more intimate episodes are superbly photographed."

In short — a great picture to inspire terrific enthusiasm.

* Our own abbreviated word, designed to carry tremendous punch.

MANGA STORA PARA-MOUNTNYHETER UNDER JULI MANAD

Då Juli är månaden efter det största av alla Paramounts stora möten, är det helt naturligt att denna månad är mycket viktig i Paramounts historia. Vissa viktiga legala uttalanden i Förenta Staterna ha som resultat en oerhörd framgång i samband med Para-mounts strålande framtid.

Vi hade också nöjet att se en "pre-view" av "Kleopatra" i sällskap med alla huvudkontorets medlemmarvar och en kom överens om, att detta är otvivelsaktigt den största och mest överdådiga film, som Cecil B. De Mille någonsin gjort. Denna film utsläppes just nu för distribution till alla de olika kontoren och kommer dessutom att få en glittrande New Yorkspremiär augusti på Criterionteatern.

De territorium, som voro lyckliga nog att ha kunnat sända delegenter till de stora mötet i Los Angeles, ha tvivelsutan nu hört storartade nyheter från detta möte. Denna månad ha vi nöjet att delgiva ytterligare några goda nyheter från den händelse, som atan tvivel var den mest fotograferade Hollywood någonsin bevittnat.

På tal om Hollywoodhändelser, är det av oerhört intresse för alla "Para-mounteerer", att Mr. Zukor kommer att stanna i ateljen för flera månader, så att han kan personligen övervaka

den nya produktionen. Det var han, som var det stora mötets spirituella

Mr. Hicks är i denna stund i Europa på en av sina vanliga inspektionsresor. Han kommer att besöka mera platser än vanligt - bland dem somliga, som han ännu aldrig sett, och vi hoppas med dem, som aldrig haft nöjet att möta honom, att detta kommer att bli eder förunnat. Vi kunna övertyga eder om, att ni aldrig kommer att glömma ett sådant sammanträffande.

Under Mr. Hicks bortvaru kommer hans affärer att omhändertagas av

hans assistent, Mr. George Weltner. Om lilla Shirley Temple är lika stor sensation i edra olika delar av världen som hon är i Förenta Staterna, kommer ni att bli hänryckta över, att hon ger en lika fulländad framställning av sin roll i "Nu och för evigt," där hon samspelar med Gary Cooper och Carole Lombard, som hon gav i "Lilla Miss Marker.'

Den nya pristävlan för de sista sex månaderna av år 1934, som delgives i detta nummer, är den första tävlan för åratal, som kommer att utdela pen-ningvinster. Stor omtanke och förstudier hava givits till utdelandet av dessa priser med hopp om att kunna finna en gyllene väg, genom vilken så många "Paramounteerer" som möjligt skola kunna få del av ett eller alla av dessa tre priser. Mera detaljer om dessa

THREE 'HONEY-DRIPPING' CONTEST REWARDS

Having said that there will be cash prizes for the contest of this year's final six months, let us not waste words with the details of awarding.

\$500. (Five Hundred Dollars) to the Division Manager whose Division is first in the Contest.

\$300. (Three Hundred Dollars) to the Branch Manager whose Branch comes first in the Contest.

\$200. (Two Hundred Dollars) to the Division Manager, or Branch Manager as the case might be, whose Branch makes the best showing in the reduction (or abolition) of Accounts Outstanding.

NOTE. For the purpose of tabulating this Contest we will publish in addition to the Divisional Standings, a monthly list of individual Branch Standings.

(Continued from Page 1)

One side-issue that we expect to see outgrow from this prize allocation is a revival of the old-time spirit of rivalry between contesting divisions. Now that there are

checks ('cheques' for the British such romping is more than we can territories) for the old-time scrappers to fasten their teeth into by way of bones of contention, we should have a powerful rebirth of those inter-division battles which made the contests of yesteryear so much fun. We can see, for instance on Page Twelve of this issue, that the spirit is by no means dead, and if Arthur Pratchett can hurl this sort of a 'defi' to the world from his island of Cuba, surely some of 'you other guys' can start in forecasting what you are going to do when you win one, two or even three of the

That, you see, is something else to remember: the method of prize allocation has been so devised that one division can, by superhuman effort, romp away with all three of the prizes, although what the rest of you would be doing to allow any

tävlingen, som beskrives utförligt i detta nummer på en föregående sida, kommer tvivelsutan att ordagrant översättas, så att ni alla veta, vad det handler om.

Paramounts teateravdelning, börjades för några månader tycks vara en mycket omtyckt del av Paramounts Internationella nyheter. Vi hoppas att nyheter från alla "Para-mounteerers" teatrar komma oss tillhanda så ofta som möjligt.

"Den röda kejsarinnan" har nu utsläppts för världsdistribution. Denna största av alla Marlene Deitrich - Von Sternbergfilmer är en budbärare för en ny och kanske ännu mer strålande Dietrichfilm, som kommer att börja "skjutas" i augusti.

imagine.

By this time we realize that it is impossible for you to keep your eyes from straying back to the details of the three prizes - so get you back to them, and your instant ponderings on the subject of how you can corral them for your own

We wish you luck! We wish you success! We wish you'd also remember that you can call on us for any assistance within our power to render you in what promises to be the most deliciously exciting of all Paramount International Contests.



The cover of the special convention issue of 'Paramount Française.' See opposite page for story.

A BUDGET OF NEWS FROM THE BULLDOG DIVISION

British Paramount News is continuing to take everything that's news despite efforts of opposition to corner news events by paying large sums for exclusive rights. Latest achievement is to get pictures of much-boosted Harvey-Peterson contest held at the White City Stadium, London. Al-though opposition had the "exclusive rights", nobody would have thought so as Paramount put out a special of the fight giving all the most important features of the bout and with natural sound. -0-0-0-0-

The England -v- Australia Test Matches which are by far the most discussed events in British sport started at Nottingham with "exclusive rights" shared by Fox and Gaumont. All Paramount exhibitors, however, received a full record of each day's play in a special day-to-day edition of British Paramount News. Every national newspaper has carried pictures of how Paramount got the films by erecting a "grand-stand" on private property outside the cricket field and taking pictures with a telephoto lens. Opposition sent up a balloon to obscure the view and the balloon went up higher when grand-stand was raised. Eventually the balloon slipped its moorings and sailed away into the blue, enab-ling Paramount to carry on with their film. -0-0-0-0-

All British exhibitors received an attractive folder from Paramount. Front page carries pictures of Paramount's executives and sales staff under the caption "The Men Behind Paramount". -0-0-0-0-

Madame Tussaud's, world-famous vax-works exhibition in London. where recently a figure of Mae West was unveiled now has a statue of Marlene Deitrich in a replica of one of her "Scarlet Empress" costumes. -0-0-0-0-

"Murder at the Vanities", while in its first-run as a hit at the Carlton Theatre, London, got big space in British magazines and illustrated papers. -0-0-0-0-

Antique dealer in West end of London is displaying a set of Louis XIV chairs with a card attached to them reading "Genuine Mae West"! -0-0-0-0-

"Badger's Green", play by R. C. Sheriff, author of "Journey's End" is to be filmed at Imperial Studios, London, as a Paramount British production. -0-0-0-0-

Woman at Clerkenwell County Court, London, to Registrar: "My hus-

hand has sent me to see you, sir".

Mr. Registrar Friend: "Well, you have seen me, but like that famous caption, 'I'm No Angel'!
"Evening Standard"—London

-0-0-0-0-

Famous British portrait painter is now preparing a portrait of Marlene Dietrich as she appears in "Scarlet Empress" to form part of scheme of decoration of Plaza, Dublin, for next Irish Sweepstake Draw.

-0-0-0-0-

An attractive publicity department brochure on "Scarlet Empress" is receiving warm approbation from British exhibitors.

A London transport company have christened their No. 1. lorry "Mae West".

-0-0-0-0-

The "Raftero" continuing to break into the lime-light in dancing circles. It was recently demonstrated by one

Consulado General de la Republica Argentina

New York. Julio 20, 1934.

Señores:

He visto con sumo agrado la película producida en los talleres de la Paramount en Nueva York, titulada "Cuesta Abajo".

Significa para mi una presentación artística dig-na de todo aplauso, ya sea en cuanto a su técnica como a la actuación de los distinguidos artistas argentinos que han tomado parte en ella.

Al mismo tiempo interpreto que es este un primer paso para iniciar una era de éxito para la producción de películas con caracteres genuinamente argentinos.

Saludo a Vds. muy atentamente,

Conrado Traverso Cónsul General

Paramount International Corporation, Señor E.Schellhonr, Publicidad Extranjera, Times Square, New York City.

OFFICIAL PRAISE FOR FIRST GARDEL FILM

Subsequent to the screening of "Cuesta Abajo" in Paramount's Home Office in New York, the Consul-General of Argentina, where of course there is a particular interest in Carlos Gardel, set down his impressions of the film in the form of a letter to Paramount International Corporation. This is reproduced above as a matter of historical record, photostatic copies having been already despatched to each Spanish office.

"Sherry's", the famous dancing resort at Brighton, recently gave another special demonstration of the dance using six couples trained by Professor H. Jacques. Demonstrators wore costumes which were replicas of those worn by George Raft and Carole Lombard in "Bolero" and special lighting effects were employed. "Sherry's" will also run a "Raftero" competition to coincide with the release of "Bolero" in Brighton in August.

Professor Jacques, who won the All-England Professional Dancers' Cup at Blackpool, is leaving England for South Africa where he will demonstrate the "Raftero".

ADDITIONAL STOP PRESS NEWS

Messrs. John Cecil Graham, Montague Goldman and Earl St. John, are back from Paramount's big Convention and the Press have been turned loose on them with the result that Paramount has been making the front pages of the Trade and other papers for several days. The whole tone of the reports reflects unbounded confidence in the future. As a stimulus for everyone in the British organization here the Convention has proved a big success. Everybody has been inspired by the knowledge that we are back into our time-honoured position of pace-maker for the industry.

In the middle of Britain's heat wave

feature "Alice" in its big Xmas Fair. Life-sized moving figures of Alice, the Mad Hatter and the other characters

in the tea-party scene are being made to appear in an animated tableau, with full credit to Paramount and the film.

Other life-sized moving figures of half a dozen Paramount stars appearing in December, January and February releases will also appear in vavious other tableaux at this big store during the Christmas shopping season.

Mae West is causing a fluttering of the dovecotes in a new direction. Municipality of Brighton, London's nearest and most popular seaside resort, is using a striking poster of a bathing girl with a new adaptation of a famous phrase — "Come Down and See Me Sometime".

The poster, which has just appeared on all the railway stations of Britain, has caused considerable comment in the national press. Opinion in the advertising clubs in London is that it is the best seaside advertising of the year. The National Dailies have all carried stories on the poster, with reference to the 'Come Up and See Me Sometime".

EUGENE SCHOSBERG GIVEN

TRUE PARINTCORP SEND-OFF On Thursday, July 26th., the Home Office associates of Eugene Schosberg gave him a typically sincere send-off to mark the occasion of his departure for Panama, there to assume an important post in the field forces of Paramount International Corporation under the immediate leadership of Jerome P. Sussman, general manager for Central America and the northern republics of South America. The sendoff to 'Gene, who has been a member of the Home Office force for the past four years, took place at the Motion Picture Club, assumed the form of a jovial luncheon, and was climaxed by a neat speech by Eugene Zukor, a fine reply by 'Gene and the presentation of

of the leading dance instructors at the Annual Demonstration of the International Dance Teachers at Blackpool, Norman Kohn, Dave Cassidy, Luis Fermand of the International Dance Teachers at Blackpool, Norman Kohn, Dave Cassidy, Luis Fermand of the International Dance Teachers at Blackpool, Norman Kohn, Dave Cassidy, Luis Fermand of the International Dance Teachers at Blackpool, Norman Kohn, Dave Cassidy, Luis Fermand of the Internation of the International Dance Teachers at Blackpool, Norman Kohn, Dave Cassidy, Luis Fermand of the Presentation of a gift brief-case, contract size.

Those in attendance were Messrs.

Eugene Zukor, Max Schosberg (father), Albert Deane, Morris Simpson, Dave Greenwald, J. Ventura Sureda, Norman Kohn, Dave Cassidy, Luis Fermand of the International Dance Teachers at Blackpool. nandez, Aaron Pines, Eddie Schell-horn, Paul Ackermann and Albert



AN ECHO OF THE FRENCH CONVENTION

This corking manifestation of enthusiasm was omitted from last month's issue because of space demands, but it's too good to pass up altogether. It shows the delegates from so many parts of Europe attending the Paris Paramount Convention, and of course you don't have Paramount's publicity department is planning for Xmas when "Alice In Wonderland" will be playing throughto guess they're on the baleony of Le Theatre Paramount because you



MAGNIFICENT PRAISE FOR CARLOS GARDEL

To the American trade press the name of Carios Gardel was a new one. But it didn't take an enterprising reporter on "The Film Daily" long to discover what a power he is in Latin-America, with the result that the following appeared in a recent issue, in that special chatty section known as "Along the Rialto."

If we mention the name of Carlos Gardel it probably won't mean much to you till we add that he is one of the greatest attractions on the stage and screen...is the champ phonograph record recordist of the world...and is the Supreme Idol in several countries where most of the Hollywood stars don't mean a thing ...for Senor Gardel happens to be the Idol of the Latin-American countries...and throughout South America can ontdraw any other stage, screen and opera star about three to one - and that's somethin'.... * *

He is an Argentinian and with his gorgeous light baritone is known as Lawrence Tibbett of Latin America...he has been a pop idol for twenty years...yet today yon'd swear he wasn't a day over thirtyfive... He sang the first Tango ever written... "Mi Noche Triste" ("My Sad Night") in 1916. Right now he is making Spanish features for Paramount International over at the Astoria studio, directed by Louis Louis ean't speak much Spanish, but most of the gang that Senor Gardel has with him all speak French, so that the Parisian director gets along fine with them.

So its looks as if Paramount is gonna make a cleanup with these South American features for Gardel has been going big in every country where Spanish is spoken for the past two decades...the mystery of it all is that his popuarity grows instead of wanes. . . as is usual with American stars. Right now he is American stars. Right now he is touting one of his countrymen as another George Raft... he has Manuel Peluffo working with him in his current picture...incidentally Senor Gardel has an uneanny knack of pieking talent...and he loves to give young and promising artists a break...

Just to give you a slight idea of Gardel's popularity in his native haunts. . in Montevideo, eapitol of

"BELLE OF THE NINETIES" IS FINAL MAE WEST FILM TITLE

In the past few weeks the Mae West picture has had almost as many titles as Burke's Peerage contains. However the situation has now reached a point of definitiveness and the sprightly title under which Mae will have her newest film creation released is "Belle of the Nineties" — and what a belle she - and what a belie she

MORE AND MORE MUSI-CALS FROM PARAMOUNT

Mack Gordon and Harry Revel, who rolled into Hollywood on the strains of "An Orchid to You," and remained to write hit tunes for Bing Crosby, have signed a two-year extension on their present Paramount contract.

Their last asignment was "She Loves Me Not" with Crosby, Miriam Hopkins and Kitty Carlisle. They now are working on tunes for "The Big Broadeast of 1935."

HAPPY ABSENCE OF DIALOGUE IN "WAGON WHEELS"

Permit us to again stress the fact of the newest Zane Grey Western production having a preponderance of action and a minimum of dialogue. This fact was first set forth in a letter to all offices from New York, which letter asked for reactions to the absence of dialogue in this film when it later has world distribution.

NEXT DIETRICH FILM DEFIN-ITELY SET

Word from Hollywood, of definite importance to us, is that finality has been reached with regard to the next Marlene Dietrich picture. All that can divulged, is that it is a completely modern story, that it will be directed by Josef von Sternberg, and that for reference purposes it is known by the tentative title of "Lorelei." It goes without saying that just as soon as we have additional information we will speedily relay it to you.

in that country, the women were yelling to their idol the songs they wanted him to sing...a male voice in the gallery bellowed out... "Silence! God is going to sing" there was instant silence... they actually worship him throughout South America...in Buenos Aires he never walks in the streets, the fans literally mob him... his one weakness is playing the hosses. weakness is playing the hosses. When his friends urge him to quit throwing his money away on them, haunts...in Montevideo, eapitol of Uruguay. Gardel was about to sing in a theatre there... as is the eustom



MUSIC DOMINATES "EL TANGO EN BROADWAY"

We introduce this last-minute scene of the second Carlos Gardel American-made film for Paramount release to show you in just one added measure how completely musical this film is. It begins with musie, is dominated by music, and ends on an Argentine tango that will have Spanish audiences literally whooping for an encore. Shown in the picture are Carlos Gardel and Trini Ramos, behind the piano, and Blanca Vischer and Vicente Padula with backs to the camera.

SIGNED TO NEW CON-TRACTS

One of Paramount's most important stellar acquisitions in months was the signing of Elissa Landi to a long term Paramount contract. Her first picture, already in work, is tentatively titled "Yours to Command."

Sir Guy Standing has been given a long-term Paramount contract as a result of his superb work in supporting roles in a number of our pictures. He is presently working in "Lives of a Bengal Lancer."

Grace Moore, operatic star, will probably have the lead in "Enter Madame," which deals with the life of a temperamental opera star. Henry Wilcoxon will play opposite to her.

"CUESTA ABAJO," FIRST CARLOS GARDEL AMERI-CAN FILM, LOOMS AS TERRIFIC PARAMOUNT HIT

Prints of "Cuesta Abajo," first of Carlos Gardel's American-made Spanish pictures, are already in distribution . The picture was completed the middle of July and immediately previewed in Paramount's Home Office for the Spanish correspondents in this city. This screening was also attended by the Consul-General of Argentina. It was preceded by a special luncheon at Sardi's.

We feel that for the territories for which the picture was produced there is needed here no special praise, for the production will speak for itself. We have backed the picture with a wide range of ad. sales material and have produced for it a very comprehensive press book, all of which items are now in the various Spanish offices.

It is, however, our pleasure to quote here excerpts from some of the reviews on the picture by the American trade press:

"Film Daily" of New York said: "Carlos Gardel scores strongly in a romantie drama, 'Cuesta Abajo.' He puts over several tango numbers very impressively.... This production has everything that any Hollywood studio could give it.... Composition and lighting throughout are superb.... Gardel is immense. Personality plus. And how that boy can sing his tango songs! In his own Argentina he will slay the femmes with this onc.... Nice easting throughout with unusual types. Mona Maris was never handled better."

"Motion Picture Daily" said: "Gardel sings several numbers. His voice is remarkable. It has warmth and power and he sings with graceful case. Louis Gasnier's direction is neat. Mona Maris is made to appear extremely beautiful. Even non-Spanish speaking audiences who enjoy good singing and an engaging personality can find pleasure in this feature."

Private Previews of New Productions

NOW AND FOREVER

One of the ace human-interest dramas of this or any other year. Gary Cooper and Carole Lombard act with greater sureness and sincerity than at any other time in their respective careers, and they have a terrifically inspiring fellow-actor in little Shirley Temple, more darling than ever. The story is a straightforward slab of easily understandable life, tellingly told, and it has one grand musical touch wherein Shirley sings "The World Owes Me a Living." What a performer! And what a

THE NOTORIOUS SOPHIE LANG

There's a new team affoat on the screens of the world — and already the preview critics are raving about them. They are Gertrude Michael and Paul Cavanaugh, both of which have been in and out of Paramount pictures for the past couple of years. They're grand in this film, and we'll team them some more, especially in frisky, fast melodramatic farces like this one.

LADIES SHOULD LISTEN

Paramount went to France for this story, and retained its Parisian atmosphere, along with a snappy cast including Cary Grant, Frances Drake and Rosita Moreno. A yery fast tempo, some brand new stunts on counedy, and a lavish investiture of sets makes this picture, with its easily understandable story, fine material for world distribution.

ELMER AND ELSIE

It may sound a little out of the ordinary to have George Bancroft associated with a title like this, but the picture will reveal him as being ideally east, for the 'Elmer' of this celluloidrama is a hefty truck driver who has a tough job getting used to married life. It's practically all comedy, its story is good in any language, and there's plenty of fun supplied by Roscoe Karns, Frances Fuller and George Barbier.

THE OLD FASHIONED WAY

We believe that this is the funniest picture W. C. Fields ever made. He is not in the picture merely as a gagster, but positively as the star, and he positively is funny. You know, we have a pricelees bet in this and he positively is funny. You know, we have a pricelees bet in this doctor was a sporting man, so he man, and one of these days we will star him in a picture that will make offered to take him on for a double

international history. "The Old Fashioned Way" is a major step in that direction, as you'll realize when you see it. Baby LeRoy is in the film also, as is also Joe Morrison, a grand tenor singer of whom we have great hopes.

SHE LOVES ME NOT

Two great features make this film a very important property for us. The first is the music which permeates it, and which includes in "Love In Bloom" a song that will captivate filmgoers in every country. The other is the teaming of Bing Crosby and Kitty Carlisle. You had a grand glimpse of Miss Carlisle in "Murder at the Vanities." Now in this picture you get closer views of her and her rich, thrilling voice. Pretty soon we'll get for her the musical part that will make terrific film history — just as "The Love Parade" and "Monte Carlo" and "The Vagaband King" made history. bond King" made history.

PARAMOUNT THEATRE, NEW YORK, WILL GO TO LONG **RUN POLICY**

On August 16th, when the spectacularly beautiful "Cleopatra" has its premiere, the Paramount Theatre in New York City will inaugurate a brand new policy for the house. The Cecil De Mille production, starting off with a formal premiere done in the best Hollywood tradition, will stay in the Paramount on a continuous-run basis for as many weeks as the business warrants. There will be no stage show: simply the picture and a suitable selection of

At the conclusion of this season, which we confidently expect to be one of months rather than weeks, Marlene Dietrich's "Scarlet Empress" will be the

BLERS WILL SURELY LIKE match, there was no bill to pay; if the doctor won, Bing would pay CROSBY

by twins. What is not so well known, however, is that Bing, wth all of his other expenses staring him in the face, viewed the forthcoming doctor's bill with no great display of joy. He knew, however, that the

THOSE WHO LIKE GAM-round of golf. If Bing won the

him double the fee.

Well, you mashie-fiends, at the It is a matter of history now that end of the first round, Bing was 5 the month of July saw the Bing up. But that doctor, who had had Crosby home in Hollywood blessed by twins. What is not so well known, lives into the world, was nothing if uot a fighter, and when the second round was finished he was the winuer, 1 up.

Bing made out his check then and there, right at the 19th hole. His uext picture, ironically enough, is titled "Here Is My Heart."

LA SEGUNDA PELÍCULA DE GARDEL ES UN DERROCHE DE MUSICA CRIOLLA



Mientras esto se escribe, algunos de los países más immediatos a uosotros habrán recibido las copias de la película de Gardel, intitulada "Cuesta abajo", realizada en los Estados Unidos, para ser distribuída por Paramount en los territorios de habla española para los cuales ha por Paramount en los territorios de habla espanola para los cuates na sido especialmente producida. No es nuestro deseo, ni es ésta la ocasión para ensalzar los méritos que tanto abundan en esa película, pero sí queremos anticiparnos a declarar que aun siendo "Cuesta abajo" un film excelente por todos conceptos, "El Taugo en Broadway", como definitivamente se ha titulado a la segunda película interpretada por Carlos Gardel en los Estados Unidos, superará a aquélla en interés, cardos interpretada por cardos interpretada por entre pasa entre interpretada por cardos interpretada aquella en interés, emocióu, interpretación, comicidad y presentación, "Amor entre ras-cacielos" ofrece a Carlos Gardel la oportunidad tan deseada por el público de ofrecer a éste cinco tangos de soberbia factura, dos de los

cuales harán época incuestionablemente en los anales de la película musical en idioma castellano. Las escenas que arriba reproducimos dan sólo una pálida idea del lujo con que ha sido montada esta película. Si los méritos que tan someramente hemos enumerado fuesen pocos para hacer de "El Tango en Broadway" una película única en su género, añadiremos que en su reparto, además del nombre de su famoso protagonista, figuran, con Carlos Gardel, Trini, Padula, Blanca Vischer y Jaine Devesa. Y si a esto agregamos que la letra y música de la película es original de Alfredo Le Pera, autor de otros triunfos fílmicos, tenemos la más íntima convicción de que el entusiasmo que reina en estas oficinas con motivo de la próxima terminación de "El Tango en Broadway", está perfectamente justificado.





SPECTACLES

The urge is almost irresistible!

We want to yell and use a terrific quantity of superlatives! We want, with a desire practically unquenchable, to tell you that here is the Mightiest, the Most Titanie, the Most Romantically Spectacular of all the Cecil B. De Mille productions. We want to—but we won't, for that would be using the superlatives that we

want to guard against using this time.

Instead, we will hint quietly at the suppressed excitement of the visiting Conventioneers when they saw "Cleopatra" for the first time at the Ambassador Hotel in Los Angeles. How they gathered in little groups, hands perspiring from almost cruel grips of chair sides, brows glistening from mental turmoil, and of how they patted each other on the back and said, not cocksurely but with certainty, "Well, Carl, old boy, you may think that you will top all records with this one, but we'll smash all of your records sky-high." And there were the Johns and Jims and Montagues who had other similar comments to offer, while mingling with them all was Legion Leader John W. Hicks, Jr., a smile of complete satisfaction on his face as he shook the hands of Mr. Zukor and Mr. De Mille and promised them both that Paramount International Corporation would deliver with "Cleopatra" as the Legionnaires have never delivered before.

Many of you have by now had your first viewing of the picture and know with what complete confidence we can afford to pass the superlatives by this time in telling you of "Cleopatra," and of the stunningly fine performances of Claudette Colbert in the title role, of Henry Wilcoxon as Marc Antony and of Warren William

as Julius Caesar.

"Cleopatra" is Cecil B. De Mille's Greatest Film Spectacle.



"Cleopatra" is Paramount International Legion's Greatest Bet.



EL MES DE JULIO ES DE GRANDES SUCESOS PARA LA PARAMOUNT

-Julio, el mes siguiente al de la reunión del mayor de todos los congresos paramountistas en la ciudad de Los Ángeles, ha sido uno de los más importantes en la historia de la Paramount. Ciertas declaraciones legales hechas en los Estados Unidos han significado enorme adelanto para el brillante porvenir de la Paramount.

-Tenemos, también, que la película "Cleopatra", exhibida para el personal de la Oficina Central, ha dejado convencidos a todos de que es ésta la mayor y más aparatosa de cuantas producciones ha llevado Cecil B. de Mille a la pantalla. En la actualidad se procede a despachar con la mayor rapidez posible a todas las oficinas esta película, que tendrá brillante estreno mundial, a últimos de agosto, en el teatro Criterion de Nueva York.

-En los territorios a los cuales cupo en suerte enviar delegados al Con-Internacional Paramountista, deben de saberse a estas fechas muchos pormenores de la magna reunión de Los Ángeles. Damos en la presente edición unas pocas informaciones adicionales del acontecimiento que ha sido, según nos parece, uno de los que más han ocupado a los fotógrafos de

-A propósito de Hollywood: será sin duda de relevante interés para todo paramountista la noticia de que el señor Zukor - que supo elevar el ánimo de los asistentes al Congreso a nuevas alturas de lealtad y ambición -permanecerá en los Estudios durante los próximos meses, con la mira de cuidar personalmente de la producción de las películas de la Paramount.

-A tiempo que esto se escriba, el señor Hicks se halla en Europa en una de sus acostumbradas jiras semes-Lleva el propósito de tocar en muchos territorios, en algunos de los cuales no ha estado antes. Hacemos propio el deseo que quienes no lo conocen personalmente sentirán de recibir su visita.

-Durante la ausencia del señor Hicks, el despacho de los negocios que son de su competencia en Nueva York queda a cargo de don George Weltner,

-Ši la pequeña Shirley Temple ha resultado en el país del lector éxito tan grande como en los Estados Unidos, he aquí una noticia que ha de entusiasmarlo: además de su maravillosa interpretación en "Dejada en prenda" ("Little Miss Marker"), hace otra no hacer de ellos.



THERE'S SOMETHING ABOUT A MATADOR

And in this case that 'something' happens to be the glamorous Comeup-and-see-me-sometime star,

Matador Messeri achieves something in the way of history with this picture because as a matter of historical fact he was the only one of all the Conventioneers, both foreign and domestic, who made Mae's famous line come true. In other words, the above picture was actually taken in Mae West's Hollywood apartment, whence Mr. Messeri sped for the photo and then sped by high-speed automobile a few moments later in order to catch the transcontinental 'plane. Since then, El Matador has received a couple of autographed photos from Mae, similar to the above, and captioned (in Spanish) "When are you coming up to see me again?"

menos notable en "Ahora y Siempre" "Now and Forever"), Cooper y Carole Lombard.

El nuevo concurso para el último semestre de 1934, anunciado en la presente edición, es el primero, desde hace años, en el cual se ofrecen premios en efectivo. La manera de distribuír estos premios se ha estudiado detenidamente, con la mira de que participen de los tres que se ofrecen cuantos paramountistas sea posible. De cuando en cuando iremos dando nuevos pormenores acerca de esta parte del concurso; por el momento, sea empeño de todos y cada uno de los lectores lograr que su territorio obtenga De los datos principales que premio. acerca del Concurso damos en otro lugar, podrá informarse el lector en la traducción que con toda seguridad, para su conocimiento, mandarán

LES GRANDES NOUVELLES PARAMOUNT DE JUILLET

Le mois qui a suivi la plus grande des Conventions Paramount à Los Angeles, le mois de juillet, a été une époque des plus notables dans l'histoire de Paramount D'importantes décisions légales prises aux États-Unis ont résulté en d'énormes progrès qui influenceront surlebrilliant avenir de Paramount.

Alors aussi, il v a eu la projection de "Cleopatra" sur l'écran pour tous les membres du bureau principal, et chacun des spectateurs, hommes et femmes, déclarait que c'était bein là le plus grand et le plus spectaculaire des films Cecil B. DeMille. Ce film est maintenant distribué aussi rapidement que possible à tous les bureaux, et en outre on lui réserve une brillante première mondiale au théâtre Criterion à New-York au mois d'aoút.

Ces territoires qui ont eu la chance d'avoir eu des délégués à la Conven-ment si, jusqu'à présent, vous ne l'avez heeft zich voorgenomen eenige afgele-

tion doivent avoir appris à présent de nombreux détails distinctifs de la réunion à Los Angeles. Nous révélons ce mois-ci quelques nouveaux acôtés de l'événement qui, nous en sommes persuadés, a été plus photographié que n'importe quelle production de Hollywood.

Et parlant des productions de Hollywood, il intéressera chaque Paramountais de savoir que M. Zukor, qui a spirituellement élevé la Convention à de nouvelles altitudes de loyauté et d'ambition, restera aux studios pendant het meest gefotografeerde evenement ces prochains mois afin d'accorder une attention toute spéciale, la direction de la production de films Paramount.

Au moment ou nous écrivons, M. Hicks est en Europe pour une de ses visites semi-annuelles coutumières. Il a l'intention de visiter de nombreux territoires dont certains n'ont pas encore été visités par lui, et nous partageons avec vous l'espoir que vous aurez l'occasion de le recontrer personnelle-

pas encore vu; car nous pouvons vous assurer que sa visite vous laissera un souvenir inoubliable.

Pendant l'absense de M. Hicks ses fonctions à New-York seront remplies par M. George Weltner, son adjoint.

Si la petite Shirley Temple cause une sensation aussi énorme dans votre partie du monde gu'ici aux Etats-Unis, vous sera agréable d'apprendre qu'outre son admirable interprétation dans "Little Miss Marker" ells en donne une aussi parfaite dans "Now and Forever" avec Gary Cooper et Carole Lombard.

Le nouveau concours qui est annoncé dans ce numéro pour les six derniers mois de 1914, est le premier concours qui, depuis des années, offre des prix en argent liquide. On a étudié longuement et soigneusement la manière d'attribuer ces prix de facon à ce qu'autant de Paramountais que possible puissent avoir leur part de chacun De nouveaux détails sur cette phase du concours seront donnés de temps en temps, mais dès à présent vous devrier tous songer à trouver les voies et moyens pour amener les prix du concours dans votre partie du monde.

Les informations plus considérables que contient le présent numéro sur le concours, seront probablement traduites pour votre profit personnel.

La section du "Theatre Paramount",

commencée il y a quelques mois, est devenue une partie très populaire de Paramount International News, Nous espérons que nos Paramountais du théatre continueront à nous envoyer des nouvelles d'importance vitale de temps en temps.

'The Scarlet Empress' en est à présent au stage de la distribution mondiale. Ce film le plus spectacu-laire Marlene-Dietrich- Von Sternberg est un avant coureur d'un nouveau et magnifique film Dietrich, dont on commencera la prise de vue au mois

JULI. EEN MAAND VAN **GROOTE GEBEURTENISSEN**

Juli, de maand volgend op de best geslaagde van alle Paramount Conventies, in Los Angeles, heeft vele gewichtige gebeurtenissen voor Paramount met zich meegebracht. Eenige belangrijke rechtsuitspraken in Amerika hebben den stoot gegeven aan den reusachtigen vooruitgang, welke voor Paramount een schitterende toekomst voorspelt.

Bovendien werd 'Cleopatra' toond voor het geheele personeel van het Hoofdkantoor en niemand ontkent, dat dit de meest opzienbarende film is ooit door Cecil B. DeMille vervaar-digd. Kopieen van deze rolprent worden thans aan alle kantoren toegezonden. De Wereld première dezer film zal plaats vinden in het Criterion Otheater, in New York, aan het eind van Augustus.

Onzen buitenlandsche kantoren die zoo gelukkig waren gedelegeerden naar de conventie te mogen zenden, zal thans wel het aldar besprokene ter oore gekomen zijn. In dit nummer hebben wij nog iets naders opgenomen over die conventie, welke ons insziens

van het jaar was. Het zal elken Paramounter interesseeren, dat de Heer Zukor, wiens geestdrift en geestelijke steun de Conventie nieuwen moed inspraken, eenige maanden in Hollywood zal blijven teneinde toezicht uit te oefenen op de productie onzer films.

Bij het ter perse gaan van deze editie vertoeft de Heer Hicks in Europa op eene zijner gebruikelijke, halfjaarlijksche inspectie reizen. Hij

gen kantoren te bezoeken, die hij op zijn vorige reizen moest overslaan en indien het Uw voorrecht is den Heer Hicks te mogen spreken, zal zijn bezoek ongetwijfeld een sterken indruk achterlaten.

Gedurende de afwezigheid van den Heer Hicks, worden diens werkzaamheden F waargenomen door zijn assis-

tent, George Weltner.
Indien onze kleine Shirley Temple even spontaan succes heeft in Uw land als in Amerika, zult U met belangstelling haar nieuwe film tegemoet zien, getiteld: Now and Forever (Nu en Immer) met Gary Cooper en Carole Lombard.

Het nieuwe concours voor de laatste zes maanden van dit jaar, hetwelk in dit nummer volledig uiteengezet is, biedt voor het eerst geldprijzen aan. Er is zeer lang gedelibereerd over de wijze van toekenning dier prijzen om zooveel mogelijk Paramounters geldpriizen toe te kennen. Het verloop van dit concours zal van tijd tot tijd in dit blad verschijnen, maar concentreer U althans voorloopig op het winnen van een geldprijs voor Uw district. Laat den Engelschen tekst der voorwaarden van dit concours voor U vertalen.

De Theater Afdeeling in dit nummer, een nieuwe rubriek die wij eenige maanden geleden voor 't eerst opnamen, heeft reeds veel bijgedragen tot de popularteit van dit orgaan. hopen, dat onze buitenlandsche medewerkers steeds meer belang zullen stellen in het uiterst essentieele werk der Theater Paramounters.

'The Scarlet Empress' (Roode Keizerin) is thans overal op de wereld gedistribueerd. Deze ontzagwekkende Marlene Dietrich-Von Sternberg film is de voorbode van een nieuwe, betooverende Dietrich film, welke in 't begin van Augustus gefilmd zal worden.

JULHO, MES DE EXITOS PARA A PARAMOUNT

O mês de Julho, seguindo-se á grande Convenção da Paramount realizada em Los-Angeles, em Junho ultimo, assignalou grandes exitos para a nossa marca, e certas declaraçõis legais proferidas nos Estados Unidos constituiram um grande beneficio para a historia e futuro da Paramount.

-Depois tivemos a exibição em privado do filme "Cleopatra", havendo hoje em toda a nossa organização a mais unanime opinião de que a producção de Cecil B. De Mille é a lhor de todas as suas obras. "Cleopatra" será distribuida aos nossos exibidores nacionaes com toda a brevidade possivel, mas não antes da sua estreia publica no cinema "Criterion", em Agosto proximo.

-Os territorios que tiveram a boa fortuna de mandar delegados á nossa Convenção de Los Angeles, já a estas horas, com a volta de seus emissarios, estarão ao par dessa esplendida reunião anual de paramountezes. Na nossa parte inglesa revelamos mais alguns factos decorrentes daquele congresso, que julgamos de interesse para todos, e damos tambem a nossa costumada fotografica.

-Enquanto falamos da Convenção da Paramount, seja-nos mais uma vez dado dizer que naquela reunião mais do que nunca se sentiu o espirito dirigente de Mr. Zukor, que falou aos deegados e presentes como a viva personalidade da nossa empresa. Zukor ficou em Hollywood, onde permanecerá alguns meses dirigindo em pessoa os destinos da nova producção dando outras ordens referentes a coisas cinematograficas.

-Ao escrevermos estas linhas, achase na Europa Mr. Hicks, que agora

(continúa á pagina 12)

PARAMOUNT WORLD THEATRE ACTIVITIES



PARIS CELEBRATES "LA GRANDE SEMAINE"

Sponsored by the French Government, the entire city of Paris during the latter part of June put over a gigantic season of exploitation designed to produce a happier and healthier frame of mind in the populace. In this celebration many of the legitimate theatres participated, but Le Paramount was the sole major film house to take initiative. We reproduce above and below day and night shots of our theatre, decorated for the occasion. Mr. Fred W. Lange, who directed Paramount's participation, was also the recipient of a letter from Mr. Lamoureux, French Minister of Commerce, who said: "I hurry to acknowledge receipt of your letter and of the



two photos attached. I thank you for same and I beg of you to find in this letter my congratulations for the effort you have made at the Paramount so as to contribute to the success of the season of Paris. I shall advise the administrative sections of the Department of the satisfaction their cooperation has given to you."

WHO CAN OFFER PROOF TO TOP THIS ENGLISH PICTUREGOER'S RECORD?

From Ernest Betts' motion picture page of the London "Sunday Express" of June 3, 1934 we take the following story and ask you pointblank if you have anything to offer by way of topping it:

CAN any film fan beat the record of H. Norman Olden, of South Woodford, London, who has written to tell me he has just seen his two thousandth film?

Mr. Olden, who has a job at a shop in Smithfield, starts work at 8.15, finishes at six, and then goes to the pictures.

He has been picture-going since 1927, and sends me some staggering statistics.

He has been to the Rialto, Leytonstone, 291 times, and paid 1,058 visits to London einemas. After the Rialto, there is a big drop to a mere ninety-one visits to Wanstead. I did not know Wanstead was like that.

He has seen 354 Paramount films, 239 M.G.M., 180 Fox, 178 First National, and 136 British!

Mr. Olden awards the place of honour to the Plaza, Regent-street, as the best cinema.

THEATRE NEWS FROM THE BLUE RIBBON BUNCH

James L. Thornley, General Manager of Paramount's Capitol Theatre, Melbourne, Australia, was a recent visitor to Head Office in Sydney where he set many releases for the coming Paramount Week (September 1-7) and September Month and also discussed with Managing Director John E. Kennebeck, Paramount bookings at the Capitol for the forthcoming Melbourne Centenary in October next.

Frank V. Kennebeck, formerly of Paramount's Theatre Department in U.S.A., and publicity Manager of Paramount's Melbourne Capitol Theatre, executed an excellent campaign for Mae West in "I'm No Angel". Long before the picture opened he had the Melbourne public sold with the "Come Up and See Me Sometime" craze.

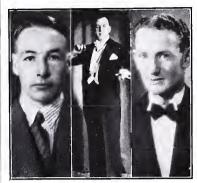
Reg. Pollard, House Manager of Paramount's Capitol Theatre, Melbourne, is one of Australia's bestknown front-of-house men. Before coming to the Capitol he managed the Prince Edward and Capitol Theatres, Sydney, and the State Theatre, Melbourne.

BEAUTY CONTEST WINNER CABLED HIS HOMELAND

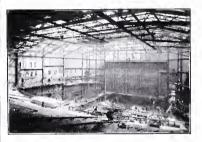
When "The Search for Beauty" had its New Zealand premiere in Dunedin, his home city, Colin Tapley, presently under contract to Paramount and working in "The Lives of a Bengal Lancer," cabled to the manager of the Empire Theatre there as follows:

"Delighted to learn that 'Search for Beauty' will have New Zealand premier at Empire. Extend heartiest wishes for successful run. Greetings to you and all my Dunedin friends."

Tapley was the successful New Zealand male winner and looks like developing into a very promising Paramount leading man.



Here are three loyal Paramountcers who are integral parts of Paramount's grand Capitol Theatre in Melbourne. At left is Mr. C. Mirams, accountant an dassistant manager: in the centre is Mr. Bert Howell, musical director; at the right is Mr. C. Cayce, theatre chief of staff.



LIVERPOOL PROGRESS

Construction of the Paramount Theatre, Liverpool, England, continues to advance, as you will see by comparing the above scene with the ones carried in previous issues of this theatre section. According to the July 2nd report of Evan H. Perkins, Paramount representative in charge of the work, all steel work, stone facing of the exterior of the building, and practically all of the brick work is completed. By the date of issue of this magazine it is expected that the roof will be on.



USHERING STAFF OF THE CAPITOL, MELBOURNE

One thing for which we are grateful to this Theatre Page of Paramount International News is the opportunity it is giving us to introduce you all to Paramounteers of many lands who are not in the Department of Distribution, yet who are vitally important members of our organization. Here, for instance, is the ushering staff of Paramount's magnificent Capitol Theatre in Melbourne, Australia. Melbourne this year is to have a tremendous Centenary Celebration, similar to that current in Chicago, and this staff will be exceedingly busy. We want them to know through this message how sincerely we appreciate their consistently fine work on Paramount's behalf.



THREE PEPSTERS FROM THE BALTIC STATES

Through the kindness (and the camera) of Mr. M. Czaban, Paramount manager in Poland, we are treated to this snappy glimpse of three of our most vigorous Pepsters sunning themselves in one of the main streets of Katowice, Poland. The picture was taken during the visit of District Manager R. Jellinek to that city. He is shown in the centre. At the right of the picture is Mr. S. Tyktin, branch manager at Lemberg and Katowice; at the left is Mr. S. Gindelevitz, chief accountant for Poland.

It is our guess that they were discussing just what course the Contest Drive for the second half of 1934 would take; and it is our subsequent guess that the news on the front page of this issue will be greeted most enthusiastically by the three in the picture and the one behind the camera.



A FINE GAUCHO GREETING FOR J. B. N.

When John B. Nathan assumed the Managering Directorship of the Argentine Division there was no doubt of the sincerity of the Gaucho greeting accorded him. Here is one phase of that wholly sincere reception, the front page of the ultra-peppy Argentine house organ, "Los Gauchos."

COLORED CLASSICS

By this time many of you have had a screening of the first of Paramount's Colored Classics, "Poor Cinderella," in which Betty Boop is the star.

We are making a series of the Colored Classics, in which Popeye the Sailor will also star, and because of the importance of these Short Features we will be giving them a lot of attention in next month's issue.

VICTORY DRIVE CHATTER FROM THE BLUE RIBBON BUNCH

By REG. KELLY

June, announced as the Round-Up Month of the Blue Ribbon Bunch VICTORY DRIVE, saw more activity throughout the Australian and New Zealand Branches than has been evidenced for some years. Paramounteers, those in direct contact with Exhibitors and those in office positions, were equally enthusiastic in making the month the most outstanding in years for new business and cash collections. Despite unsettled conditions in the industry in Australia, Managing Director John E. Kennebeck set many outstanding releases for the month, whilst General Sales Manager William Hurworth marshalled the boys in the field for a "big push" that is sure to bring victory.

The Australian Head Office Executive Council under the chairmanship of John E. Kennebeck has decided on a smash campaign for the forthcoming Paramount Week (September 1-7), and the Publicity and Advertising Council has been assigned to execute an outstanding newspaper and general exploitation campaign.

General Sales Manager W. Hurworth recently made the trip to Adelaide touching Melbourne and Broken Hill en route. In all three cities he made a general clean-up in bookings for the JUNE Round-Up month of the VICTORY DRIVE and also laid plans for the coming Paramount Week in September.

Charles Hale, Head Booker for New South Wales achieved a remarkable booking record for the June Round-Up Month of the Blue Ribbon VICTORY DRIVE when he booked our product into nineteen Sydney suburban theatres for every day in June. The performance is all the more outstanding when it is realized that everyone of those theatres is under independent control.

Saturday May 26th was a red-letter day for Paramount in Australia because on that day two outstanding Paramount pictures commenced extended seasons in Sydney and Melbourne. Sydney saw the sensational opening of Dorothea Wieck in "Cradle Song" at the Prince Edward Theatre, whilst Melbourne picturegoers flocked in their thousands to our own Capitol Theatre to pay tribute to the lady of the day....that gal named West. "I'm No Angel" enjoyed a great opening and there is every indication that the picture will repeat its Sydney performance where it packed the Prince Edward Theatre for eight solid weeks. In both cities, "Six of a Kind" supplied the remainder of the bill. W. C. Fields is sky-rocketing to public popularity with every picture and there is no doubt that in short while his name in Australia will rank with the greatest of box-office personalities.

The Blue Ribbon Bunch publicity forces are in action on a nation-wide advance campaign to sell Lanny Ross. Every avenue is being exploited so that when "Melody in Spring" is ready for release, Lanny Ross will be a known star.



KNOWS WHAT TO READ

Rosita Moreno, darling of all the Spanish-speaking countries, knows good literature when she sees it. Here she is, snapped at Paramount's Hollywood studio during a scene for "Ladies Should Listen," in which she has a fine featured role.

ARDENT NEW ZEALAND STAMP COLLECTOR

One of the most natural hobby outgrowths of the business of world wide film distribution is the collecting of stamps. And apparently one of the most ardent philatelists is Despatch Manager A. Saunders, of cur Wellington, New Zealand office.

We have received a form letter

Zealand omce.

We have received a form letter from him, and among other things he says: "If you are a collector yourself and would like a range of New Zealand stamps, I will be very pleased to send them to you, if you will let me know what you require."

require."
The address of our Wellington office is Paramount Film Service (N. Z.) Limited, Cuba and Dixon Streets.

LUBITSCII SEES REVIVAL OF ACTION FILMS

Apparently siding with us in our desire to have action predominate over dialogue in our pictures, Ernst Lubitsch has given a special interview to The Film Daily of New York in which he says, among other things:

he says, among other things:

"I think that we are in for an era of action pictures, films which stress natural beauties, and which will compel our directors and stars to journey to far places — anywhere, in fact, where natural backgrounds may be utilized to recapture the romance and beauty which left pictures in this present era of rowdyism and sound."

A SNAPPY REPLY FROM ARTHUR L. PRATCHETT

When George Weltner cabled to the Spanish offices the glad news about the Carlos Gardel pieture, "Cuesta Abajo," the first to flash back a snappy reply was Arthur L. Pratchett, who eabled from Havana the following Cuban play on the picture's title:

the following Cuban play on the picture's title:
THANKS FOR GARDEL NEWS.
HAVE MADE NO CONTRACTS.
CONFIDENT "CUESTA ABAJO"
WILL SEND RENTALS "CUESTA ARRIBA."

The reference to contracts was in line with Mr. Weltner's instruction to await a screening of the picture before making any contractual commitments.



AT ROCKET SPEED

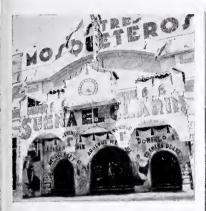
With the marvelous 1934 Convention a matter of history, Carl P. York and Matador M. J. Messeri climaxed the Coast conclave by speeding from Los Angeles to New York at the record speed of 210 miles per hour. Leaving Los Angeles at 10 p.m. Thursday, they were safely in New York at 3 o'clock the next afternoon. Allowing for stops and the difference of four hours in time between the two cities, the Vimful Viking and the Muscular Matador flew across the United States in fourteen hours. Their Rocket Ship was the new Douglas plane, and their friendly despatcher was none other than our singing Danish star, Carl Brisson.



BUCHAREST ORCHESTRA ENDORSES PARAMOUNT

We have to thank Manager N. G. Palugyay, of our Bucarest (Rumania) office for the above picture of the Albahary-Ghinda Orchestra of that city engaged in its weekly pleasantry of popularizing song numbers from Paramount pictures. As shown by the announcement before them, credit is given to Paramount, to the title of the picture ("We're Not Dressing") and to Bing Crosby and Carole Lombard, stars of the picture. This is what we call exceptionally fine publicity, and heartily congratulate all concerned.

EXPLOITATION HELPS KEEP US ALIVE



LISTENS "THE TRUMPET BLOWS"

According to Manager Saul Jacobs in Guatemala, no bets were overlooked by the Palace Theatre in Guatemala City when "The Trumpet Blows" was presented there by Mr. Ricardo Cofino U. Herewith we show the front of the theatre as Mr. Cofino had it decorated, and in view of the central location of the house no one in Guatemala City could miss it. Very few did, as a matter of box office fact.

INDIA CONTINUES TO CREATE FINE ADS

We are always happy to call attencion to the compelling advertisements produced by our India office. General Manager John A. Groves, handling India in addition to his own Far Eastern territory during the absence in Europe of Charles B. Ballance, sends us a splendid piece of advertising put out on behalf of "Bolero."

A FINE PRESS BOOK FOR "CUESTA ABAJO"

This first of the Carlos Gardel pictures produced in America for Paramount distribution has for one of its aids what is probably the most comprehensive press book ever prepared for a Spanish language picture. This publication, which gives "Cuesta Abajo" the same attention that an American film receives, and which lists all of the ad. sales, publicity aids, et cetera, was prepared by Paul Ackerman of the Home Office Publicity Depart-ment under the direction of Charles Gartner, Publicity Manager.

PUBLICITY BRIEFS

Plaudits are in order for the publicists of the Rio De Janeiro and Sao Paulo offices for the marvelous publicity put over in newspapers magazines on behalf of Mae West's film, "I'm No Angel." The monster book containing this publicity evidence was forwarded to Miss West in the studio after it had received the acclamation of Home Office executives.

Likewise compliments are in order for the sustained high quality of "Paramount Service," the weekly publication issued for the benefit of British exhibitors by our London office. Miss Doris Gassner is the able editor of the magazine and her work merits the highest credit.

LANNY ROSS HAS AROUSED GREAT AUSTRALIAN INTEREST

We are appraised by Managing Director John E. Kennebeck of the fact that the Australian Paramounteers have become so enthused over the potentialities of Lanny Ross, star of "Melody in Spring," that they are giving him a publicity build-up equivilent to the ones that they gave Marlene Dietrich, Maurice Chevalier and Mae West some time ago. They see in him a great star of the near future and are prepared to lend every support at their command.

Lanny's next picture is "Missiswhich is now being filmed in Hollywood, and which will have music throughout.

NEW PHOTOS OF OFFICES WANTED

An inspection of our files of photographs of Paramount offices around the world brings to light the information that many of the pictures are somewhat antiquated.

Those of you who have recently sent in new photographs are of course aware of the fact, but in the instances where no new photos have been forthcoming for several years we appeal to the amateur photographer who must surely be in every Paramount office to take for us some new pictures so that our files will be up-to-date. We specifically do not want any new photos made by professionals as we desire our files brought up to date at no additional company expense.

PARAMOUNTEERS OF INDIA PREPARE FINE PLEDGE

From John A. Groves, general manager in Paramount's Far Eastern territory, but presently supervising India in addition, during the absence of Charles B. Ballance in Europe, we have received a pledge signed by three Paramounteers of Calcutta which we believe to be one of the finest manifestations of loyalty yet to reach Home Office. Mr. Hicks has asked that the pledge be published precisely as received, with full credit given the signers who are Messrs S. Ganguli, Sales Manager; L. B. Mukerji, Booker; and B. Chowdri, Accountant. The pledge follows:

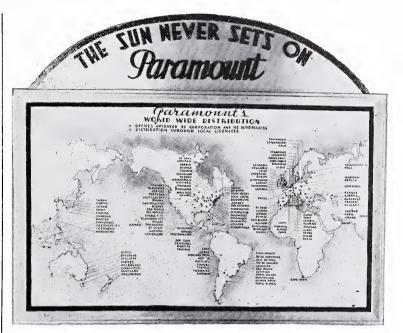
Re: Quota for the last six months of 1934

Please permit us to thank you and Mr. Hicks for the very encouraging news you have given us regarding our new product which is indeed shaping exceeding well.

With a marvellous line-up, as outlined by Mr. Hicks, which includes such outstanding pictures as DEATH TAKES A HOLIDAY, SCARLET EMPRESS and CLEOPATRA, we feel confident that we shall not only be able to reach the quota set by New York for the last six months of the current year, but have every reason to hope that we shall beat it.

We have always received every consideration, wholesome advice and invaluable cooperation from you and New York office and need hardly assure you that we shall leave no stone unturned to respond to Mr. Hicks' call.

(Continued at bottom of next column)



HOW TRULY INTERNATIONAL WE ARE

Here is a reproduction of the map of the world which was our 'piece de resistance' at the Los Angeles Convention, and which is now an object of absorbing interest to all visitors to the Tenth Floor of the Paramount Building in New York City, where it is the first item greeting the gaze as one steps from the elevator.

SCREENING REPORTS CAN HELP TREMENDOUSLY

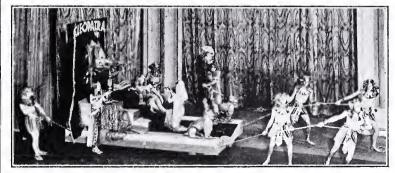
For years it has been the custom of certain territories to forward to New York, for the particular benefit of our production department, reports on the local reactions to each of our pictures. These reports appear on special forms prepared for the purpose, and actually we would like to receive them from every one of our territories.

Even greater than our desire is that of the Studio, for only by these practical impressions of the various qualities contained in our pictures can

the picture makers be adequately guided as to future product.

To those territories regularly forwarding reports we proffer the thanks of the Production Department: to those not reporting, we urge them to consider how much greater good would be rendered if they prepared reports.

All reports should come to New York as speedily as possible, so that the greatest effectiveness can be derived from them, and they should be in triplicate to ensure rapid distribution to the production department in both its New York and Hollywood branches.



SPEEDY INITIATIVE COPS MOVIE BALL PRIZE

The Paramounteers of Sydney are nothing if not speedy when it comes to copping prizes, publicity or praise for Paramount. For instance, they had the annual Movie Ball of 1934 on their hands in June, and although the various other film companies entered floats for current pictures, the Bluc Ribbon Boys under Managing Director White, exploitation manager; and John E. Kennebeck's direction the other participating Paramountplunged into the advance stills on eers deserve the highest credit.

"Cleopatra" and got their float idea therefrom, despite the fact that they had not then seen the picture. The above seenc shows not only the float which they evolved, but also the fact that the float won first and grand prize, for which Hermann E. Flynn, advertising manager; Reg. Kelly, publicity manager;

Inasmuch as 'figures tell the tale' we are getting ready for the 'Drive' with the confirmed belief that this office will not prove 'a flat tyre' in this momentous drive organized by the Leader of the Foreign

IMPORTANTI EVENTI

Luglio, il mese che ha fatto seguito alla piu' grande di tutte le convenzioni della Paramount, in Los Angeles, stato assai importante nella storia della Paramount. Alcuni importanti pro-nunciamenti legali negli Stati Uniti hanno avuto per conseguenza tremendi progressi per quanto riguarda il brillante futuro della Paramount.

Inoltre abbiamo avuto la proiezione di "Cleopatra" per l' intera organizzazione dell'ufficio nazionale. Ogni uomo ed ogni donna si sono trovati d'accordo nel dire che questa e' la piu' grande e impressionante pellicola di Cecil B. De Mille. Questa cinematografia viene ora distribuita il piu' rapidamente possibile a tutti gli uffici. Essa aira la sua premiere mondiale al teatro Criterion in New York verso la fine di agosto.

Quei territori che hanno avuto la fortuna di avere dei delegati alla convenzione dovrebbero ormai conoscere molti e magnifici particolari della riunione di Los Angeles. Noi riveliamo questo mese qualche altro dettaglio dell' evento che, riteniamo, fu il piu' fotografato che si sia mai svolto in Hollywood.

E parlando della produzione di Hollywood, sara' di grande interesse per ogni membro della Paramount conoscere che Mr. Zukor, il quale ha innalzato spiritualmente la convenzione a nuove altezze di ambizione e lealta. resta allo Studio per parecchi mesi allo scopo di sorvegliare personalmente la direzione della produzione cinemato-

Nel momento in cui scriviamo, Mr. Hicks si trova in Europa in una delle sue consuete visite semiannuali. Egli conta di visitare molti territori, compresi alcuni nei quali non e' mai stato, e noi condividiamo con voi, che non vi siete ancora incontrati personalmente con lui, la speranza che egli vi fara' visita, perche' vi assicuriamo che tale visita sara' un evento indimenticabile.

Durante l'assenza di Mr. Hicks il suo lavoro in New York resta affidato a George Weltner, suo assistente.

Se la piccola Shirley Temple produce nella vostra parte del mondo la stessa sensazione destata negli Stati Uniti, voi gioirete nell' apprendere che oltre alla sua magnifica interpretazione nella pellicola "La piccola Miss Marker", essa sta dando un'altra veramente magnifica interpretazione in "Ora e Sempre" (Now and Forever) con Gary Cooper e Carole Lombard.

La nuova gara per il secondo semes-tre del 1934, che e' annunziata in questo numero, e' la prima in moltissimi anni che offre premi a contanti. Molto pensato e studiato nel concedere questi premi allo scopo di fare in modo che il maggior numero possibile di membri della Paramount dividess alcuni o tutti i tre premi. Ulteriori particolari su questa fase della gara saranno dati di tempo in tempo, ma per ora dovreste tutti mirare a trovare ogni possibile mezzo per ottenere che premi finiscano nella vostra parte del mondo. L' esteso annuncio riguardante la gara, stampato altrove in questo numero, sara' indubbiamente tradotto in pieno per vostra informazione.

La sezione "Teatro Paramount" cominciata alcuni mesi or sono, si e dimostrata una parte molto popolare del "Paramount International News." Noi speriamo che altri fatti riguardanti il nostro importante teatro continuino ad esserci trasmessi di volta in volta.

"L'Imperatrice Rossa" ha cominciato ad essere distribuita nel mondo. Questa pellicola, che e' la piu' spettacolosa di lagosto. **HOW THOSE ITALIANS ARE LAUGHING!**



HE WHO LAUGHS LAST - LAUGHS BEST.... HE DICHO.

LOOK AT HOW CUBA HAS TAKEN US UP

When we cooked up that eartoon of Miss Mae West standing at the top of the stairs, welcoming Americo Aboaf, we little thought that it would be so avidly siezed upon by some of the divisions for adaptation to snit their local points of view. However, that is exactly what did happen: this being Cuba's use of the drawing - with the ambition here revealed by the Cubans undoubtedly being applied to the contest for the second half of the year. Also, in the splendid issue of 'Paramount Francaise' referred to on Page Two, there was another use made of it, with Miss West extending the welcoming hand to Henri Klarsfeld instead of the Italian leader.

EIN MONAT FUER PARAMOUNT

Als wir im vorigen Monat berichteten, dass die diesjährige Paramount Konvention in Los Angeles einen ganz besonders starken Eindruck auf alle Anwesenden zurückliess, aus dem wir folgerten, dass wir einer Zeit grosser Erfolge entgegenschreiten, haben wir nicht zuviel prophezeit. Der durch-schlagende Erfolg aller Abteilungen im Monat Iuli hat es zweifellos bewiesen. Jeder Paramountler, dem es vergönnt war an der Konferenz teilzunehmen, hat etwas von dem Paramount Geist mit nach Hause gebracht und ihn weitergegeben. Die vorteilhafte Lösung einiger schwebender Rechtsfragen hat allerdings auch viel dazu beigetragen, dass die Zukunft für Paramount heute rosiger denn je aussieht.

Die ganze New York Zentrale war kürzlich bei einer Privatvorführung von CLEOPATRA anwesend und es wurde allgemein die Ansicht geäussert, dass es sich um den gewaltigsten Film, um das Meisterwerk von Cecil de Mille handelt. Der Verleih von CLEOPATRA in den Vereingten Staaten geht nunmehr von statten und Ende August wird dieser monumentale Grossfilm seine Weltpremiere im Cridieser monumentale terion Theatre in New York erleben. Diejenigen Filealen, welche einen

tutte le cinematografie di Marlene Dietrich e Von Sternberg sara' seguita da una nuova e magnifica pellicola della grande Dietrich. Essa comincera' ad essere fotografata al principio di

EREIGNISREICHER Vertreter zur Konvention zu entsenden vermochten, haben ja jetzt schon alle Einzelheiten aus erster Hand erfahren. Für die weniger glücklichen Filialen bringen wir mit dieser Nummer weitere Einzelheiten auf einer anderen Seite zum Abdruck.

Um nochmals auf die Konferenz zurückzukommen, können wir nicht umhin die Rede auf Mr. Adolph Zukor zu bringen, dessen interessante Persönlichkeit der Konvention

ihr tieferes Gepräge gab. Mr. Zukor beabsichtigt einige Monate in Hollywood zu verweilen, um dort persönlich das Produktionsende zu verwalten,

Während sich diese Zeilen im Druck befinden ist Mr. Hicks in Europa. Er gedenkt auf dieser Reise diversen ihm bis jetzt unbekannten Filialen einen Besuch abzustatten, und wir freuen uns, dass auch die Paramountler in entlegenen Gebieten endlich das grosse Vergnügen haben werden, den beliebten Leiter der Auslandsabteilung

kennen zu lernen. Während Mr. Hicks' Abwesenheit von New York wird er von George Weltner vertreten.

Wenn die entzückende kleine Shirley Temple bei Ihnen in "Little Miss Marker" gezeigt worden ist und sich Publikum und Presse in Sturm erobert hat, wie es hier in den Vereinigten Staaten der Fall war, dann wird es Sie angenehm berühren zu erfahren, dass sie in dem neuen Gary Cooper-Carole Lombard Film "Now and Forever" reizender denn je ist.

Alle Einzelheiten des Wettbewerbs für die zweite Hälfte von 1934 werden Sie auf einer anderen Seite dieser Ausgabe vorfinden. Es ist dieses seit Jahren der erste Kontest, welcher Bargeld Preise bietet. Da man beabsichtigt nicht nur einigen wenigen Paramountlern, sondern einer grösseren Anzahl Gelegenheit zu bieten an dem Gewinn dieser verlockenden Preise teilzunehmen, verlangt die Ausarbeitung der Preisverteilung ein eingehendes Studium, und ist es uns daher heute noch nicht möglich alle Einzelheiten bekannt zu geben . Wir können Ihnen im Moment nur raten, alle Ihre Gedanken auf die Gewinnmöglichkeiten zu konzentrieren und alles daran zu setzen, um Ihrer Filiale den Sieg zu sichern. Sicherlich wird der mit dieser Nummer veröffentlichte Kontest für Sie von Ihrer Filialleitung übersetzt und eingehend besprochen werden.

Die Paramount Theater Rubrik, welche seit einigen Monaten in unserem Hausorgan besteht, erfreut sich grosser Beliebheit. Wir hoffen, dass wir auch zukünftig recht viel interessantes Material zum Druck erhalten.

"The Scarlet Empress" ist vollendet und verleihfertig. Dieser fantastisch-ste aller Marlene Dietrich - Vor Sternberg Filme ist aber nur ein Vorbote für einen noch packenderen Dietrich Film, der Anfang August in Produktion geht.

(Continuação da Pagina 8)

faz uma das suas costumadas visitas ás nossas dependencias no velho Continente. Mr. Hicks espera visitar varios territorios, alguns dos quaes pela primeira vez visitados, territorios que por seu intermedio farão relaçõis mais intimas com a direcção da nossa firma.

-Durante a ausencia de Mr. Hicks as suas funcçõis na nossa matriz em Nova York são preenchidas por Mr. George Weltner, seu ajudante.

-Acreditamos que a pequena Shirley Temple haja despertado uma grande sensação nos vossos territorios, onde os seus primeiros filmes já se exibiram. Noticia importante para todos os paramountezes é que a nossa marca obteve essa pequenina actriz para alguns filmes, e desde já podemos louvar a sua interpretação em "Dada em Penhor" (Little Miss Marker) e "Agora e para Sempre" (Now and Forever), com Gary Cooper e Carole Lombard.

-Damos agora os toques de clarim, chamando os concorrentes para o grande final do nosso Concurso Internacional, que promete ser o mais animado de mintos anos para cá, com pre- correr do mes de Agosto.

mios em dinheiro aos vencedores Muita ponderação e estudo tem merecido essa parte do Concurso, afim de que a maior numero possivel de paramountezes desfrute desses premios Com referencia a esta parte do Concurso, publicaremos agora e subse-quentemente o que fôrmos decidindo como tambem as posiçõis dos concor-rentes mais aptos de obter tais premios. Os interessados devem ler a pagina geral do Concurso e factos : ele referentes, que publicamos neste numero.

—A secção referente aos Teatro: Paramount, iniciada ha pouco nesta revista, fez-se desde o seu inicio muito popular, e portanto esperamos par: ela contribuam os senhores agentes com suas noticias locais, sobre os exi tos e apresentaçõis dos filmes Para mount.

-"A Imperatriz Galante" Scarlet Empress), nova producção de Marlene Dietrich e Josef von Stern berg marca o inicio de uma serie de filmes de renome feitos por essa popu larissima diva da téla, serie essa que 🎚 principiará nos estudios por todo (

This Issue Dedicated To "Cleopatra"



Vol. I, No. 15

SEPTEMBER 1, 1934

PRICE: Your Share of Paramount's Good Will

A BULLETIN DE-LUXE

At no other time in history have we had such an abundance of great news for joyful dissemination to a Paramount world that thrives on great news....."Cleopatra," mightiest of the De Mille pictures, has already thrilled London and New York City. Reviews are in this issue, with both premieres the outstanding glittering film events of the year.....The raves about Carlos Gardel's "Cuesta Abajo" are pouring in from the Spanish territories. is more, Carlos has been signed for a starring role in "The Big Broadcast of 1935," to be made in Hollywood..... Our Contest is under way in magnificent fashion, with Gus Schaefer's German territory heading the Divisions, and John B. Nathan's Uruguay heading the individual countries. We are sanguine of the most spirited fight in all Paramount International history in this contest.....Mr. Hicks due back in New York in next few days with inspiring story of European survey. Has already cabled brief details of grand convention gathering in Berlin.....The Paramount Spirit certainly is winging around the world these days with greater, surer and more masterful strokes than ever before.....Read the story of Carlos Gardel's broadcast to Argentina for an event of real publicity interest. It's a good example of how New York

(Continued on Page 2)



Published on the first of every month preceding issue date from the Paramount Building at the Crossroads of the World in New York City, U.S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of per-petuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry. Edited by Albert Deane.

September, 1934 No. 15

MR. HICKS HELD BERLIN **CONVENTION**

One highly important development in the European survey of Mr. Hicks was a Convention held by him in Berlin attended by Paramount representatives from Austria, Hungary, Jugo-Slavia, Czecho-Slovakia, Roumania and Poland in addition to those from Germany. In advising George Weltner of this fact, Mr. Hicks' cable went on to say, "All very enthusiastic over product and prospects for coming season."

A later cable told of Mr. Hicks visiting Spain. He was in Barcelona on August 23rd, in Madrid the following day, and the day after that was back in Paris.

IMPORTANT "Beau Geste" May Be Remade as a Talking Picture

Last month we carried on Page Two a story about a revival of the silent version of "Beau Geste" at the Streatham Astoria Theatre in London. This revival was a marked success.

It is our thought that this success may lead other territories to emulate the London experiment (it was simply that, and not a national revival). Therefore we are taking this opportunity of pointing out to all territories that inasmuch as our Production Department has under serious consideration the possibility of remaking "Beau Geste" as a talking picture, there should be absolutely no more screenings of the silent version of this film until further notice.

HERE ARE STANDINGS! WHERE'S YOUR ASPIRIN?

First Publication of Prize Quota-Contest Places Reveals More Upsets than a Grand National Steeplechase

NEW RIGA ADDRESS

All concerned should please note the following new and official address of our office in Riga, Latvia:

A/S/. Paramount Films, Brivibas iela 15, RIGA, LATVIJÁ.

OYEZ! THE VIMFUL OYEZ! VIKINGS ARE ABOUT TO WHOOP IT UP AGAIN

When Viking Leader Carl P. York got back to his beloved Scandinavia after the Convention the delegates of Sweden, Norway, Denmark and Finland were right there at the pier to Paramount announcement grab the books detailing new product right out of his hands. Hence the whoop-and the subsequent boiling of the Scandinavian enthusiasm down to the fol-lowing piece found in a letter from Carl:

"The announcement books made a tremendous hit and everybody connected with Paramount in Seandinavia is now convinced fully that there is nothing to stop our great progress, which we know we will make during the present season."

NICE WORDS OF PRAISE FROM CECIL B. DE MILLE

A recent issue carried a picture and story of the "Cleopatra" float which romped away with first prize in the Sydney (Australia) Movie Ball. cushed a print of this picture to Mr. De Mille as an instance of the speedy initiative used by Paramount's International Legion throughout the world and have been gratified to receive the following message from the director:

"I wish to compliment you on the remarkable speed made by the Anstralian Paramonnteers in designing the 'Cleopatra' float. That is certainly quick publicity. 1 again compliment the Foreign Department upon its wonderful work with

September First, which in United States and Australia represents the commencement of the Annual Paramount Week. has insofar as our Prize Quota-Contest is concerned, revealed a situation with regard to the Standings of all territories which can be most adequately described by asking you to refer back to the standings of last month.

AS OF JULY 15, 1934

	_
1—Schaefer (Germany)	
2—Ballance	BY
3—Sussman	1 15 1
4—Pratchett	D
5—Nathan	1
6—Villar	$ \hat{\mathbf{v}} $
7—Day	1 '
8—Graham	I
9—Kennebeck 10—Cochrane	S
11—Cocurane 11—Peereboom	1 1
12—Klarsfeld	O
13—Schaefer	1
(Central Europe)	N
14—Messeri	\mathbf{S}
15—Aboaf 16—York	
10-10FK	

Taken by Divisions (our only basis of comparison this month), we find Gus Schaefer's German Division heading the list, despite the fact of their being 14th last month at the end of the old conest. Charles Ballance has brought his Indian Durbar up to Second from Ninth. Jerry Sussman's Central Americans are in Third after being Sixth. Arthur Pratchett has his Cubanos in Fourth place. John Nathan's Gauchos are in Fifth after being Thirteenth while Benito del Villar's Chileans are in Sixth spot after being Eleventh. John Day's Division has 32—Sweden swapped Eighth for a much better Seventh, while John Kennebeck's Blue change - and we are positive will be Ribbon Bunch prefer Ninth to Tenth. Charles Peereboom's Dutch Division hugely prefers Eleventh to Fifteenth. 'The Sign of the Cross,' and from As for the other changes, they are but indications it looks as though you the pranks of fortune, or misfortune, some of the last-minute news wight excel it with 'Cleopatra.' which are seemingly always within reached us as we went to press.

1—Uruguay	
2—Philippines	
3—Panama	
4—Germany	BY
5—India	
6—Chile	
7—Cuba	C
8—Argentina	
9—Brazil	
10—Great Britain	0
l 1—Colombia	
12—Australasia	U
13—Porto Rico	U
14—Mexico	
15—Peru	N
l6—Denmark	
l 7—Guatemala	\mathbf{T}
l8—Holland	1
19—China	
20—Roumania	R
21—Austria	
22—France	_
23—Japan	I
24—Hungary	
25—Jugo Slavia	E
26—Spain-Portugal	12
27—Italy	
28—Latvia	S
29—Norway 30—Poland	
30—Poland	
31—Finland	

the power of energy-filled men changed, as the passing of time will show.

Next month we have every expectation of seeing present a muchly changed story. Especially in view of some of the last-minute news which

(Continued from Page 1)

is anxious to co-operate with the field when major suggestions are advanced..... Speaking of Gardel, read also the story of the riot of enthusiasm which his "Cuesta Abajo" precipitated in New York's Harlem.....And of course you'll be interested to know that cameras are definitely turning on "Lives of Bengal Lancer," which definitely looms up as a major-scale picture.....Now turn on for detailed news about Paramounteers and Paramount accomplishments.

200-BOY, OH BOY-

THE KRONEN THAT STANDS

FOR!

Chatting About The Contest

Well, here's flying in the face of Providence - or, to be more exact, in the face of the figures shown coldly, calmly and calculatingly on the opposite page. However, figures or no figures, some of the boys (almost all of them to be exact) are doing marvelous things: the remaining minority are keeping their marvelous things for more seasonal times, which of course aren't far away Of

> course there is a pendulum in this business, just as there is everywhere else, which is probably as good a reason as any for finding Germany where it is among the Divisions, and Uruguay soaring eagle-high among the Countries. . . We believe you find

a lot of space given these past few issues to the special Gardel pictures made for the various Spanish-speaking Divisions. Don't forget for

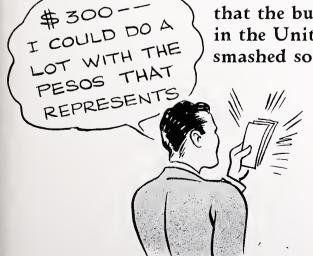
an instant that the special assets which these films represent have been taken into account in the Quotas of those Divisions...Probably there's a lot of chuckling over the suggested identities of the guys on this page. Well, go ahead and guess your heads off! But don't use for that purpose any of the time you should be devoting to gathering in the quotasheckels: and always remember, as Mae West would say, that a quotaprize in the hand is worth two in Scandi-mala or Austral-mark

Scanning back over the year we are compelled to remark on the great number of letters in from all parts of the world commenting enthusiastically on the zenith grade of Paramount product. This Quota-Contest course the proving ground for the substantiality of those statements... The "Cleopatra" news grows apace. We cannot recall an occasion when the flood of incoming good news on a picture was so infectiously enthusi-

astic. (We murmur in an aside that the business on this picture in the United States has already smashed so many records that a

> lot of long-standing records in spots where the picture has not yet played





are already waving the white flag - or, to use the spirit of the picture itself, coming out of retirement bearing the olive branch of surrender).... If it's a Paramount Quota-Contest, it's the Best Show of its kind in the World. We'll be seeing you next month.

CECIL B. DE MILLE TALKS ENTHUSIASTICALLY FOR ROAD-SHOW FEATURE LENGTH OF TIME TO COLUMBIA UNIVERSITY CLASS

As proof of the undoubted versatility of Cecil B. De Mille, we present below the story of his recent address to a class at Columbia University, New York, wherein is demonstrated that he is not only a great director, and actor (as the special "Cleopatra" trailer reveals), but also a speaker of force, color and directness.



Mr. De Mille, as he stepped from the cabin of his "Cleopatra Special" caravan of the air in New York, prior to the premiere of his newest and greatest film production.

Several hundred teachers from various parts of the United States received an extra-curriculum course recently at Teachers College, Columbia University, New York, when Cecil B. De Mille talked to them for two hours on the subject of how motion pictures are

The director, who arrived in New York by plane to attend the world premiere of "Cleopatra", at the Para-mount Theatre, began his lecture with a word picture of the wild and glamorous, but fallacious, conception which the public has of motion picture mak He humorously pictured himself in pink puttees tearing his hair when the langorous star arrives six hours late after being told the day before that she is to start work on a picture.

From that point on, his talk detailed the activities of every art, science and craft that goes into the making of a film. He illustrated many of his points with the actual sketches of costumes. sets and properties which were designed for "Cleopatra", and showed how the 68 departments of a studio, under the generalship of a director to And Mrs. Peck is fine, too.

produce the organism that is a com-While strippleted motion picture. ping the workings of the motion picture industry of all the hokum with which it has always been invested, he drew an even more entertaining pic-ture of thousands of laboring artists and artisans, delving into the dim past to reproduce with fidelity to detail a page of history for the entertainment of an estimated audience of 300 million.

THE G'S HAD IT!

Gawler and Groves won Australia's Victory Drive in magnificent fashion. Fred Gawler brought in the Sydney branch of his Division in grand style to win the Film Rental section, while Jack Groves steered the Batavia branch of his Far Eastern Division in to cop the Ad Sales prize.

Our heartiest congratulations to the men and women who made these two grand triumphs possible.

JACK RAPOPORT PINCH-HITTING IN GUATEMALA

During the absence of Saul Jacobs, who is in New York because of the serious illness of his mother, Jack Rapoport is handling the reins of Paramount administration in Guatemala. Iack was several months ago assigned to Panama as assistant manager, after a well-served Paramount apprenticeship in Home Office and already is proving his mettle by being entrusted with this important pinchhitting job.

Saul's mother, who has been through a serious crisis, is now on the mend and Saul expects to be back in his territory within the next few weeks.

THERE IS A STORK

Bill Peck, projectionist at the Little Paramount Theatre at the Australian Head Office in Sydney is passing out cigars to celebrate the birth of a second daughter, Ruth Marjorie. Daddy with their various sub-divisions, work and Baby are doing nicely, thank you.

"SCARLET EMPRESS" A THUNDERING TRIUMPH IN ARGENTINA SAYS NATHAN

Filmgoers of Buenos Aires galloped gaily over advanced admission prices and all other obstacles when Marlene Dietrich's newest Paramount spectacle, "Scarlet Empress", opened there recently. Proof of this is found in the following sparkling cable from Managing Director John B. Nathan in charge of the ter-

'Empress' a smash. Despite increased prices house completely sold hours before opening and advance sale continues very strong. Public acclaims Dietrich Von Sternberg and entire production as stupendous.

A very interesting sidelight to this marvelous Argentine accomplishment is the fact that about a week prior to the sending of the above cable, Mr. Nathan had cabled to Mr. Weltner in the following terms:
JUST SCREENED "SCARLET EMPRESS." IT IS COLOSSAL. ARGENTINE WILL SHOW APPRECIATION FOR THIS MAGNIFICEST PRODUCTION IN TERMS OF GOLD NOT SCARLET.

UN MES DE IMPORTANTES NOTICIAS DE PARAMOUNT

-Debido a la abundancia de noticias importantes que hay en este mes, ha sido preciso darle mayor extensión a la parte inglesa. Confiamos, no obstante, en que resultará inteligible aun para aquellos que no puedan leerla, pues las ilustraciones que la acompañan hablan por sí solas.

La noticia más notable de todas es acaso la relativa al asombroso éxito que alcanza ya "Cleopatra", el film de Cecil B. de Mille estrenado con grandiosos resultados en varias ciudades norteamericanas y en Londres. Se procede con toda actividad a despachar sendas copias a los diferentes países, de todos y cada uno de los cuales esperamos confiadamente magníficos resultados.

-Cuando estas líneas lleguen a manos de nuestros lectores, el señor Hicks se hallará en Nueva York de regreso de su jira de inspección por Europa. En nuestra próxima edición daremos cuenta pormenorizada de ese

-Nuestro Concurso Internacional despierta grandísima animación dondequiera, y promete ser el más reñido de cuantos hemos visto hasta la fecha. Va que hablamos de esto, no se olvide que el ganar ahora la delantera querrá decir mucho para el resultado final.

-Aunque no cuente entre nuestras producciones de gran aparato, la película "En la huerta" ("Mrs. Wiggs of the Cabbage Patch") es una de las más emocionantes del Programa de la Paramount. Debemos decir, además, que Pauline Lord, la gran actriz que ha firmado hace poco un contrato a largo plazo con la Paramount, se nos presenta en esta producción, que es la primera que filma para nosotros, como la característica más notable con que cuenta hov el cine.

-Al entrevistar al señor de Mille durante su permanencia en Nueva York experimentamos la grata sorpresa de que la entrevista versara casi por entero sobre la Legión Extranjera y cuanto ella ha hecho en pro de la difusión de las películas del insigne director de "Cleopatra". A más de esta información, que será a no dudarlo muy grata para todos, obtuvimos de nuestro entrevistado otras relativas a los proyectos que tiene para su próxima película "Las Cruzadas" ("The Crusades"). Pero, ya hablaremos de esto más adelante.

IMPORTANTI NOTIZIE

Dato il grande numero di importanti notizie, il numero di questo mese e' quasi tutto scritto in inglese, ma esso contiene tante illustrazioni che non vi dovrebbe riuscire difficile comprendere il significato di ogni notizia.

Forse la piu' importante di esse e quella che riguarda il sensazionale successo di "Cleopatra" di Cecil B. De Mille, che ha trionfato in parecchie citta' americane e a Londra. Ogni Paese e' rapidamente fornito di copie di questa grande produzione, dalla quale noi siamo sicuri di ottenere molto.

Quando voi leggerete queste notizie, Mr. Hicks sara' ritornato a New York da un interessante viaggio di ispezione in Europa. Mentre questo numero va alla stampa, egli sta navigando in alto mare e noi vi promettiamo un dettagliato racconto del suo viaggio nel einen Erfolg ausschlaggebend ist. prossimo mese.



Mr. De Mille scans the world (unsuccessfully we are happy to announce) in search of some country where "Cleopatra" will not be acclaimed the outstanding film sensation of 1934-35.

La gara e' nel suo pieno sviluppo e i fatti ci dimostrano che la competizione per premi e' cosi' viva da rendere questa gara la piu' emozionante alla quale abbiamo mai assistito. Frattanto non possiamo che ricordarvi che e' assai vantaggioso stare ai primi posti fin dall'inizio,

Sebbene non sia una delle pellicole piu' colossali, vogliamo informarvi che "Mrs. Wiggs of the Cabbage Patch" e' una delle cinematografie piu' profondamente umane che siano mai state prodotte dalla Paramount e che Pauline Lord, la nuova stella, che ha un lungo contratto con la Paramount, emerge nella sua prima pellicola come la piu' grande attrice che sia passata dal teatro di prosa al cinematografo.

Abbiamo intervistato Mr. De Mille, mentre era in New York, ma la nostra non e' stata in realta' un'intervista, perche' egli ha avuto parole di vivo elogio verso la nostra intera Legione Internazionale per tutto cio' che voi avete fatto in passato per le cinematografie di De Mille. Incidentalmente, ha accennato a "Le Croviate" e a quello che progetta di fare con questa pellicola; ma vi diremo di piu' in futuro.

DIE BEDEUTENDSTEN PAR-AMOUNT NACHRICHTEN **DES MONATS**

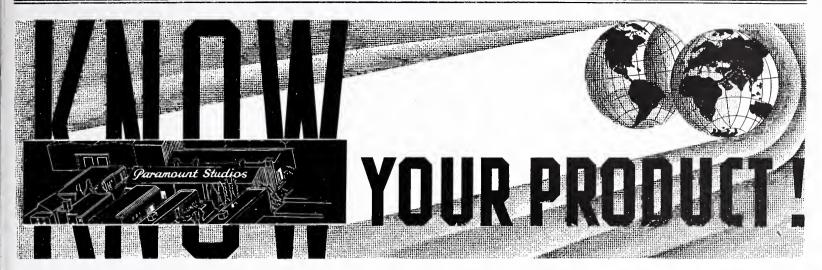
Infolge der zahlreichen äusserst Neuigkeiten des wichtigen Monats gelangte der grösste Teil dieser Nummer in englischer Sprache zum Abdruck; jedoch ist jeder Artikel so reichhaltig illustriert, dass es ein Leichtes ist, den Sinn zu verstehen.

Diese Ausgabe steht im Zeichen des Films von Cecil B. de Mille "Kleopatra", der bereits mit grossem Erfolg amerikanischen verschiedenen Grosstädten und auch in London uraufgeführt worden ist. Inzwischen sind allen Filialen Kopien dieses sensationellen Grossfilmes übersandt worden und sind wir überzeugt, dass derselbe überall durchschlagenden Erfolg haben wird.

Während sich diese Zeilen im Druck befinden, kehrt Mr. Hicks von seiner europäischen Inspektionsreise zurück werden wir im nächsten Monat eingehend über seine europäischen Eindrücke berichten.

Ueber den Wettbewerb können wir schon heute sagen, dass ein heisser Kampf für die Preise bevorsteht, red alles Dagewesene in den Schatten Bei dieser Galegenheit möchten wir Sie darauf aufmerksam machen, dass eine rechzeitige Beteiligung für

(Fortsetzung Auf Seite 12)



MAE WEST IS "PLAYING BALL" WITH PARAMOUNT

Any rumor to the effect that Mae West might make a switch in her film-making affiliations is promptly and definitely offset by an interview with her which appeared in the New York World-Telegram on August 9th wherein was said, among other things:

Friends say most of her money goes into a trust fund that will pay her \$1,000 a week for life after she (Mae West) quits work.

"I'm used to money," she explained, "I'm not a little girl from a little town making good in a big town. I'm a big girl from a big town making good in a little town.

"I came here expecting to make money and I did. I'm not holding up Paramount, either. They gambled on me and I'll play ball with them. I've run shows myself and I know how temperamental those babies get when they click. But not Mae."



GET DUCK-CONSCIOUS

Now is as good a time as any for introducing you to Joe Penner, air and stage comic grabbed by Paramount recently for breaking in as a film comedian. Although Joe and his Duck have national reputations in America, they will not be starred in their first picture, but will be packed in with some hox-office names, for good and sufficient showmanship reason. The name of the picture is "College Rhythm."

"SMASHINGLY NEW: WHIPPINGLY ORIGINAL"

Turn to the private preview of "Crime Without Passion" on Page 10 to learn of a brand new type of Paramount picture. We suggest that you can do big things with this film.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW "MRS. WIGGS OF THE CABBAGE PATCH" (Paramount) HERE'S ADVANCE NEWS OF A REMARKABLE HUMAN INTEREST PICTURE AND A THRILLING NEW STAR

Hollywood, Aug. 17—Tugging at the heart strings, alternating sobs with robust laughter and suffusing the audience with a mantle of well-being, this homespun entertainment seems bound for smashing box-office success. Taken from the famous play of yesteryear, its spirit rekindles a family drama extolling the virtues of courage, simple faith and humor in the face of adversity and, as such, the production should have a strong hearth-and-home appeal.

Pauline Lord's performance in the name role is a gem of the finest ray. brilliant and inspiring. Her scene at the death of her boy (George Breakston) is superb artistry. Noteworthy also are W. C. Fields' explosive comedy, Zasu Pitts' flutterings and Jimmie Butler's boyish charm. Also the romance between Evelyn Venable and Kent Taylor. Norman Taurog's human direction plays delicately on the feelings.

The production, in the spirit of the 90's, is showmanship entertainment with moral values as well. MRS. WIGGS OF THE CABBAGE PATCH looks like ready money, and Miss Lord looms as a new screen personality.

PRODUCTION BRIEFS

When you eventually receive the press-book on "Mrs. Wiggs of the Cabbage Patch" you will find it replete with a great many of the most practical exploitation suggestions ever advanced for any picture.

"She Loves Me Not" broke a very important record in Chicago by being the first picture in the thirteen years since the Chicago Theatre opened to play a second week there.

Advance reports have "The Lemon Drop Kid" one of the most humaninterest dramas ever filmed. Lee Tracy and Baby LeRoy have the leads.

Jimmie Savo, pictured elsewhere in this issue, is to our mind the nearest approach to Charlie Chaplin the screen has ever had. His first picture for Paramount distribution is already in production in the Astoria Studio.

The title of Marlene Dietrich's new picture is "Caprice Espagnol." It is being directed by Josef Von Sternberg. The studio is telling us already that "Ruggles of Red Gap," with Charles

Laughton in the title role, is one of the funniest pictures made in many years.

Ida Lupino is so well recovered from her recent illness that she has practically completed her new picture, "Ready for Love." Richard Arlen is



LUSCIOUS LYDA

Poland's blonde and lovely contribution to American-made films is the pepsical Lyda Roberti, who has a sparkling featured role in the forthcoming musical, "College Rhythm," wherein she will be found in the company of Lanny Ross, Jack Oakie and Joe Penner.

ner leading man.

Max Baer will not be a boxer in his Paramount picture which has the tentative title of "Kids on the Cuff."



THE BRISSON TRIPLETS

Carl Brisson, Carl Brisson and Carl Brisson play billiards through the medium of a very tricky trick camera. Carl won from Carl and Carl challenged the winner Carl. It's all a Paramount publicity stunt, but not a very bad one—eh what!

HIGHLY MAGNETIC ONE-REEL TRAILER

For use primarily in English-speaking countries there has been produced by the studio a one-reel trailer for "Cleopatra" which serves as just one more proof of the fact that there is something new under the sun. This trailer, which actually deserves release as a one-reel featurette, is in effect a peep behind the scenes to show just what goes into the making of so massive a picture as the Cecil B. De Mille epic.

One of its most interesting aspects is its revealing of Mr. De Mille as a polished actor, a thespian of infinite charm and personality, and as a consequence a someone who we are certain audiences everywhere will want to see.

PARAMOUNT SIGNS JACKIE COOGAN

An item of distinct interest to all Paramounteers is contained in the fact that Jackie Coogan, one of the greatest juvenile stars of all time, but now grown almost to manhood, has been signed by Paramount for the starring role in



"Code of the West," which is now in production. This picture deals with the 'code' Zane Grey wrote of before Miss Mae West appeared on the film scene.



"CLEOPATRA" STUMPS US FOR SUPERLATIVES

Magnificent Spectacle of Electric Premieres in New York and London Profoundly Convinces Us We have New World-Beater

In the absence of the unissued 1935 superlatives we find ourselves well-nigh powerless to adequately describe the feeling of wholesome and whole-hearted enthusiasm we hold for the future now that "Cleopatra" is released for the world's delectation on a wave of thunderous acclaim which not even the plaudits which greeted other great De Mille pictures can even remotely approach. We might even paraphrase the words of Shakespeare when he told of the self-same Brutus who is a character in De Mille's mighty film and say: "Here IS a picture!" And we expect you to start telling us the same thing soon.

←## THE STORY OF THESE ADS

On the opposite page are reproductions in miniature of some of the compelling advertisements which contributed so magnificently to the success of "Cleopatra" at its world premiere in New York. Most of the slender advertisements ran the full depth of the page. The one in the lower left hand corner was half page, the diagonal part running saw-teeth-like from corner to corner. The announcement in the lower right hand corner was also of a most unusual shape. The main body of the ad was half-page, across the page; but in order to dominate the page it had a slender "mast," one-column wide, running to the top of the page. The shapes of many of these "Cleopatra" advertisements shattered all space precedents in the New York City press and proved by this very fact the outstandingly important nature of this gigantic picture.

SELECTED LONDON "CLEOPATRA" REVIEWS

From the London daily papers to hand since the premiere of the picture at the Carlton Theatre we select the following:

MORNING POST: "For sheer spectacle 'Cleopatra' outdoes anything that De Mille, or the screen, have given us since his version of 'The Ten Commandments'....If it is not always history, it is superlative entertainment for everyone. De Mille has not lost his touch."

DAILY MAIL: "There is practically nothing in film spectacle that Mr. De Mille has omitted from this almost stupendous production."

THE TIMES: "Mr. De Mille may be trusted to provide a succession of splendours and to manipulate with precision the largest crowds. And here he has certainly made the most sumptuous of Roman circuses out of Roman history.

HOW THE CHARM OF "CLEOPATRA" WOVE A SPELL ON MR. GRAHAM

As a statement of geographical fact, the world premiere of De Mille's "Cleopatra" took place in the heart of London, in Paramount's far-famed Carlton Theatre, just twenty-four hours in advance of the spectacular affair at the Paramount Theatre in New York City. A cable detailing this fact flashed into New York the day the Crossroads of the World was spellbound by the glories of ancient Egypt, and that cable, signed by the peerless calm stater of box-office facts, Managing Director J. C. Graham, said:

CLEOPATRA OPENED CARLTON PREMIERE WEDNESDAY EVENING IN BLAZE OF GLORY WITH HUNDREDS TURNED AWAY. BRILLIANT DISTINGUISHED GATHERING OBVIOUSLY ENTHRALLED AND MESMERIZED BY LAVISH SPECTACLE, SUPERB ACTING AND INTENSE HUMAN DRAMA. UNANIMOUSLY ACCLAIMED DE MILLE'S MASTERPIECE AND GREATEST SPECTACULAR DRAMA TO DATE. STORY PRAISED AS BEING EXCEPTIONALLY OUTSTANDING. COLBERT AND OTHER STARS MAGNIFICENT. CONSIDER FILM CLEARLY DESTINED TO PACK THEATRES EVERYWHERE AND BIG RESULTS ON GENERAL RELEASE ASSURED.

Disdaining to even wait for the issuance of this publication, we rushed photostat copies of the New York press comments on the picture, together with scenes of the glamorous premiere to every office by the fastest possible mail. These you must have long since received, together with scraps of vital news telling of the recordbreaking week (for the time of the year) registered not only at the Paramount in New York City, but elsewhere throughout the country.

In such spots as Philadelphia, Boston and Denver the picture did not only marvelous business, but even doubled and trebled the previous long-standing records of the houses. Prior records, in every instance established by other Paramount triumphs, toppled before the magic De Mille's wizardy, Claudette Colbert's (let us call it) artistry, and the he-man magnetism of Henry Wilcoxon, who in this picture definitely stamps himself as the greatest male contribution to the screen in a good many good years.

Feeling that it is needless to here re-quote the New York City press criticisms, we have gone instead to the pick of those from London, where the film as we go to press is reputed to be even outdrawing the famous Changing of the Guards Ceremony at St. James' and Buckingham Palaces.

It is our firm conviction that there will roll into our editorial office more contributed items dealing with the success of this picture than of any other picture we have ever distributed. All that we scribes can say is that we are ready for them, and willing to write our heads off.

HIGHLIGHTS OF THE "CLEOPATRA" TRIUMPH

The magnificent two weeks' business registered by the Paramount Theatre, New York City, where the picture is continuing its run.

The terrific note of new enthusiasm added to our organization by this flashing film achievement.

The cables sent by Mr. Weltner to the major offices, for local dissemination, and reading as follows: "Magnificent glittering 'Cleopatra' premiere adds glory to Paramount. Picture thunderously acclaimed by audience last night and press today. Entire organization greatly elated at this triumph."

The booklet of actual newspaper reviews from the New York press, plus pulsing photographs, already mailed to all major offices.

The glory of the London premiere, already detailed elsewhere on this page. Added to this the knowledge that in other release centres in the United States the picture has smashed records which have stood for years.



Here are glimpses of the spectacular and colorful display for "Cleopatra" in the lobby paign book, which also carries, loose, copies of Paramount Week News and of the Paramount Theatre, New York City, during the week in which the house was closed a special Paramount Week press-book. while being renovated for the premiere of the massive De Mille picture.

CARLOS GARDEL SIGNED FOR "THE BIG BROADCAST OF 1935"

To date most of the news about Carlos Gardel carried in these columns has been have set up new records of achieveof significance only to the Spanish territories generally (although items of successes ment in selling Paramount pictures for in individual territories affect Paramount International Corporation as a whole). Now, however, Gardel becomes a world figure of his being signed for an important role in "The Big Broadcast of 1935," which will shortly go into production in the Paramount Studio in Hollywood, California.



A NEW INTERNATIONAL PHASE

in addition to being one of the finest, ing that three of the juvenile characmost heart-gladdening and refreshing pictures ever made by Paramount for who know the story can guess it from augmented returns from these contithe picture above, but those of you nents.

"Mrs. Wiggs of the Cabbage Patch," who don't will be interested in learnters have real international names. One of them is actually called 'Asia world appeal, has another phase to it which interests us immensely. You 'Australia Wiggs' throughout the picture, another is Europena Wiggs' and a third is 'Australia Wiggs.' We shall expect

Gardel is at present in Europe, having recently completed for Paramount release his second Spanish production, "El Tango En Broad-He will return to New York about the 1st. of October and will immediately prepare for his work in "The Big Broadeast." In addition, he is preparing for the return by learning English at a remarkably rapid rate. When he arrived in New York at the beginning of the year he could hardly speak any English; but when he sailed away a week ago he was able to converse in that language with comparative ease.

In the meantime we have a bunch of highly enthusiastic eables and letters from the various territories which have already received prints of "Cuesta Abajo." Managing Director John Nathan of Argentina confitmed his 'rave' cable with or-ders for many additional prints. Other cabled enthusiasms came from Messrs Pratchett of Cuba and Donohue of Porto Rieo. Letters in similar vein came from Mr. Benito del Villar of Chile and Mr. Osvaldo Urrutia of Peru.

STOP PRESS

Just received a grand letter from Manager G. P. Vallar in Berlin, telling of reactions following the visit of give you in full next month.

PARAMOUNT WEEK IS GREAT NATIONAL FESTIVAL IN AUSTRALIA

This September, as they have done continuously each year since Hicks inaugurated he season in 1921, the Blue Ribbon Bunch of Australia, New Zealand and the Far East are celebrating Paramount Week with the cooperation of the local exhibitors. Only this year, because of special prize inducements, the exhibitors are even more enthusiastic than ever before.

Under Managing Director John E. Kennebeck's guidance a pub-



licity committee headed by Messrs. Hermann E. Flynn, Reg. Kelly and Bob White has devised the finest line-up of advertising and publicity aids the local exhibitors have ever had made available for their use. These are illustrated in a special cam-One of the advertising aids, a special three-color daybill, is here illustrated.

The Season swung under way the first week in September, so that perhaps in time for next month's issue we will have a special story from Sydney Already we have had many individual stories of booking accomplishments wherein bookers in all of the states every screening during the Season.



Florence Desmond and a wax fignre in Tussaud's Wax Museum in London. Both are impersonating Marlene Dietrieh, the wax figure for posterity. This was another John Armstrong exploitation stunt Mr. Hicks. A fine message that we'll on behalf of the Carlton Theatre's season of "The Scarlet Empress."

THE BULLDOG DIVISION

With a masterly stroke, through the distribution facilities of their celebrated magazine, "Paramount Service," the Paramount organization of Great Britain and Ireland recently 'sold' themselves to the entire British film industry. The broadside, of which this is a reduced reproduction, was received with great acclaim by all branches of the British film business and must be classed as a fine, forthright and sincere stroke of institutional publicity.

"BLUE RIBBON" NOTES

General Theatres Corporation, the major circuit of Australia, has bought Paramount's 1934 Product, where available, for Sydney, Melbourne, Adelaide, and Hobart. The deal was completed by Stuart F. Doyle, acting on behalf of General Theatres, and John E. Kennebeck, Managing Director of the Blue Ribbon Bunch with General Sales Manager William Hurworth.

worth.

The contract covers first release in Sydney, Melbourne, Adelaide and Hobart, and will not affect our present contracts existing with the Sydney Prince Edward Theatre, the Melbourne Capitol Theatre, and agreements previously signed with independent theatres in Launceston, Perth and Newcastle. This agreement with General Theatres assures Paramount Pictures of regular consistent release and service to all of its accounts following the release of its Product throughout Australia's finest city theatres.

A separate deal for the city release

A separate deal for the city release of Paramount Pictures in Brisbane is now nearing completion. This deal follows upon the sale of Paramount's 1934 Product to the Birch, Carroll and Coyle Circuit of Queensland.

BALLANCE WAS IN NEW YORK



August saw Home Office cheerily greeting that master raconteur, salesman and gentleman of the Orient, Charles B. Ballance, general man-

ager of our India organization. He remained for all too short a while, departing again for India by way of Los Angeles. He had, however, met Mr. Heks in London while en route to New York and had made his report accordingly.

Jean Fouque

It is with a sense of the profoundest regret that we record the passing, on July 23rd last, of Jean Fouque, who for the past ten years had occupied the post of Secretaire Generale of our French Organization. He was a most able Paramounteer, a director in our several French subsidiaries and an Officer of the Legion of Honor. His death took place at Gruffy in the French Alps.





Gardel actually broadcasting directly to Buenos Aires.

CARLOS GARDEL, VIA RADIO BROADCAST FROM NEW YORK, LAUNCHES "CUESTA ABAJO" IN BUENOS AIRES

A direct-by-air piece of exploitation which thrilled not only the country for which it was intended, but all of the Latin-American countries north and south of the Equator, was spring by Paramount on the evening of August 17th with Carlos Gardel as its chief protagonist. The stunt was none other than a long-and-short-wave radio programme featuring chiefly the Gardel songs from "Cuesta Abajo." The purpose was for advance exploitation of this Paramount-Gardel picture which had its Buenos Aires premiere twelve days later.

The programme went out from New York not only by short-wave to Argentina and all other Spanishspeaking countries, but also on regular programme wave over the WJZ Blue Network in the United States. It consisted of brief speeches by Gardel, Alfredo LePera (author of the picture) and M. Garcia Pena, New York representative of "Crit-ica," famous Argentine newspaper; and then three songs by Gardel, taken from "Cuesta Abajo."

All of the speeches carried such fine sympathy towards Paramount that we are printing next month English translations of them so that you may all know in what high esteem these people without our organization hold us.



May Anna Wong, who has a glamorous role with George Raft and Jean Parker in Paramount's 'Limehouse Nights,"

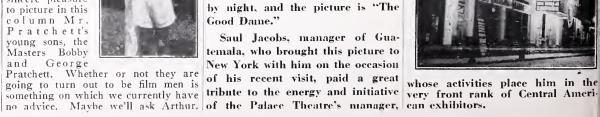
NATHAN SAYS "THANKS"

Right after the Gardel broadcast to Buenos Aires on August 17th, Managing Director John B. Nathan shot the following cable of appreciation to those in Home Office responsible for the

GARDEL BROADCAST GREAT SUCCESS, THANKS.

JUNIOR PRATCHETTS

O n many pleasant occasions have these columns carried mentions of Arthur L. Pratchett, whose tireless activities on Paramount's behalf in Cuba have left our organization with a name matchlessly fine in the film realm of the Caribbean. Now it is our equally sincere pleasure to picture in this column Mr. Pratchett's young sons, the



Private Previews of New Productions

CRIME WITHOUT PASSION

Here is the first of the Hecht-McArthur productions made in that famous Astoria Studio where so many great Paramount pictures were created. And this one has the stamp of greatness on it, too, for it marks a new development in the art of screen story-telling — the art of telling in crisp, crackling action rather than with any reliance upon snave and subtle dialog. We feel that you have in this film a new angle of salesmanship approach and despite its lack of popular box-office names it has something equally as vital in replacement — action that is understandable to any nation of picturegoers.

YOU BELONG TO ME

We are going to have swell cause to remember this film because it is our introduction to David Holt — and young Holt is the greatest male child find in several years, even more important from our point of view than Baby LeRoy. See this film as soon as you can and see if you don't agree with us on this important point. You'll see at the same time a perfectly fine and human comedy drama, with Lee Tracy, Helen Mack and Helen Morgan giving unforgettable performances.

MRS. WIGGS OF THE CABBAGE PATCH

We only partially agree with the preview on this picture printed on Page Seven. And that is for the simple reason that this preview, fine as it is, is only partially as good as we believe the picture to be. What is more, if you enjoy the business of star-making as some of the other Divisions do, get all prepared for the business of seeing Pauline Lord (under long-term contract to Paramount) emerge with this picture as one of filmdom's outstanding stars.

BRISSON HONORED BY CALIFORNIAN SCANDINAVIANS

Early last month in California, Carl Brisson, Paramount star, was guest of honor at a banquet of the Nordic Civic League given as a tribnte to him. As will be speedily seen from this picture, the flags of all four Scandinavian countries -Sweden, Norway, Denmark and Finland — were prominently displayed around the banquet table in Los Angeles. In the picture are Otto K. Oleson, toastmaster; Victor R. Hansen, League President; Carl Brisson and Mrs. Brisson.

Brisson, this banquet indicated the paratively short time he has been remarkable film strides which this in America, under contract to us.

In addition to being a tribute to popular star has made in the com-

GUATEMALA CITY'S FAVORITE "PALACE" SPARKLES

Principally because we are so keenly delighted at seeing so consistant a display of energetic exploitation do we again reveal a picture of Guatemala City's renowned Palace Theatre, this time by night. You will recall that last month we showed this house exploiting by day the George Raft picture, "The Trumpet Blows." Now the scene is by night, and the picture is "The Good Dame."

Saul Jacobs, manager of Guatemala, who brought this picture to New York with him on the occasion



Theatres Married to Exploitation Are Happily Wed!



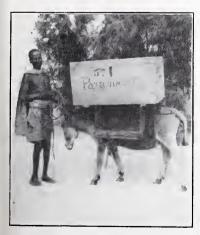
"LADY (TO)LOU (SE)"

Pardon our trick heading, but the plan of this caption is to pay credit to those responsible for the flaming exploitation flash given Mae West's picture "Lady Lou" ("She Done Him Wrong") at Le Paramount, Toulouse, France.



FINE BRUSSELS WORK

From our office in Brussels, Belgium, by way of Paris, comes this splendid evidence of the exploita-tion work performed by Manager Lette of the Mariyaux Theatre in behalf of Cecil B. De Mille's "Sign of the Cross.'



A 'PARAMULE' IN SOMALILAND

From Rome comes this amusing and thoroughly interesting picture showing transportation of Paramount films in Somaliland, an Italian territory in East Africa. Managing Americo Aboaf points out to us that even though our name is slightly misspelled, the films reach the Cinema Imperiale in Mogadishu okay because after all, "There is nothing quite like Paramount."

THORNLEY APPOINTS NEW CAPITOL MANAGER

Mr. James L. Thornley, General Manager of our Capitol Theatre, Melbourne, Australia, announces the appointment of Mr. H. G. Hastie as House Manager.

JOLLY BOX-OFFICE JINGLE

The following snappy story, created of snappy Paramount titles, is a conception of Herman E. Flynn, advertising manager of that Blue Ribbon Bunch of Australia:

In THE SEARCH FOR BEAUTY for SIX OF A KIND GOOD DAME danced the BOLERO. As NO MORE WOMEN followed her example SHE MADE HER BED with the WHARF ANGEL and said COME ON MARINES DEATH TAKES A HOLLDAY, YOU'RE TELLING ME they said when THE TRUMPET BLOWS MELODY IN SPRING WE'RE NOT DRESSING for THE WITCHING HOUR. Through the DOUBLE DOOR no PRIVATE SCANDAL leaked when the THIRTY DAY PRINCESS wished MANY HAPPY RETURNS to LIT-TLE MISS MARKER. After THE GREAT FLIRTATION it was said HERE COMES THE GROOM, But HERE COMES THE GROOM. he said IT'S NO SIN THE OLD FASHIONED WAY so let's KISS AND MAKE UP. But the NOTORIOUS SOPHIE LANG said why don't YOU BELONG TO ME?

ENGLAND LOVES "SHE LOVES ME NOT"

The London papers raved about Bing Crosby's picture when it had its pre-release run at the Carlton Theatre.

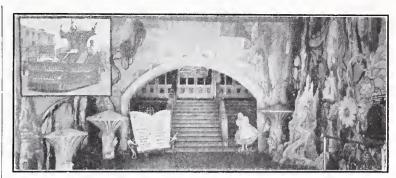
The Sunday Express said that it is "The Film of the week, alike for its acting, production, wit, and all-round sparkle....What counts most is the cunning of the direction, the excellent vocal stuff handed out by Bing Crosby, and the pace and good humor of the thing...Kitty Carlisle makes a big hit and can sing well."

The Sunday Despatch, which gave it top billing among the criticisms of the week, said among other things; "'She Loves Me Not' is surefire film entertainment, tuneful, full of vim, packing a non-stop line in laughs, and artfully building up to that atmosphere of romance-and-roses which makes the average film fan feel that the world is worth while.'

SPECIAL CONVENTION ISSUE OF "EL MATADOR"

When Chief Matador M. J. Messeri returned to Sunny Spain and Portugal after the wonderful Los Angeles Convention he lost no time in holding his own convention locally in order to tell his Matadorian forces about the new and more forceful greatness of Paramount. An issue of "El Matador" was devoted exclusively to this convention, held far from the madding throng at Terraza del Miremar, Barcelona. Administrator Delegue Fred W. Lange was guest of honor, and is featured with Mr. Messeri in many of the graphie pictures spread throughout the issue.

We call your attention to the fact that the eover of this issue gives a



MEXICO'S MARVELOUS CAMPAIGN FOR "ALICE"

Illustrated above are but two of the many wonderful chapters of Mexico City's astoundingly fine campaign for "Alice In Wonderland." The inset picture is of the Cine-Olimpia's highly attractive street float, while the main scene is of the lobby of the Olimpia Theatre. In addition we received scores of compelling advertisements, samples of exploitation tie-ups as well as much other printed matter which left no doubt in our minds that the exploitation staff of the Olimpia, plus the inspira-tion from Paramount's Mexico City personnel, had given the Mexican capital a long-rememberable sensation for a great picture.



GARDEL PICTURE PROVOKES RIOT (OF ENTHUSIASM)

These are scenes outside the Campoamor Theatre in upper Fifth Avenue, New York City, on the occasion of the American premiere of Carlos Gardel's "Cuesta Abajo," Friday, August 10th. These scenes of the conservatively Friday, August 10th. These scenes of the conservatively estimated crowd of 10,000 speak for themselves, but as an individualized indication of the temper of the crowd we commend the scene in the top right hand corner showing an officer of the law compelled to use a show of force in order to convince a prospective customer that there was not even standing room left in the theatre. Carlos Gardel himself made a personal appearance at the theatre and was super-enthusiastically received.

reproduction, however, is that the by us last month. splendid Spanish boost to all other West and El Senor Messeri, taken month).

Division Leaders throughout the | in Miss West's apartment in Hollyworld. What is not visible in this wood. These photos were mentioned inside of this cover is devoted to a space compels us to hold the repro-comple of exclusive poses of Mae duction of this cover until next



CECIL DE MILLE IS A DARNED GOOD ACTOR

Here is a scene showing the making of that special "Cleopatra" trailer reported on elsewhere in this issue. The great director proves his versatility by being a corking good actor also. With De Mille are David McDonald, his assistant director, Emily Barrye, script girl-sceretary, and Anne Bauchens, who has cut every De Mille picture for the past 20 years. Herbert Moulton, studio publicist who created, wrote and directed this trailer, is seated at lower right.

EN MANAD AV VIKTIGA **PARAMOUNTNYHETER**

Till följd av en mångd viktiga Paramountnyheter denna månad äro de flesta på engelska, men tack vare de många illustrationerna blir det säkert ej svårt för eder att förstå, vad det hela handlar om.

Kanske den största av alla nyheterna är den glänsande framgången, som Cecil B. DeMilles "Kleopatra" haft inte bara i ett flertal amerikanska städer, utan också i London.

När ni läser dessa rader har vår Mr. Hicks återkommit till New York från en oerhördt intressand Europaresa. När detta häfte går i (press), seglar Mr. Hicks på böljan blå på hemväg och vi lova en detalperad beskrivning på hans Europavistelse i nåsta nummer.

Pristävlingen är i full gång och vi ha anledning att tro att tävlan för priserna kommer att (bli) mero hetsande än någonsin förut. Vi få ej glömma att erindra eder om att en het Engelsch gestelde nieuwsberichten, tidig start är oerhördt viktig.

Trots att den är en enkel och vardaglig liten historia och ej en så kallad praktfilm, är "Mrs. Wiggs of the Cabhage Patch." en av de mest strålande mänskliga dokument, som Paramount någonsin filmat och att den välkända aktrisen, Pauline Lord, (som undertecknat ett flerårigt Paramountkontrakt) framträder som filmens allra största karaktärskådespelerska.

Vi interjuade Mr. DeMille under haus New Yorksvistelse och funno till vår förnöjelse att samtalet från hans sida instället blev ett storartat lovord för hela vår Internationella Legion och med ett särskildt tack till eder alla för vad ni gjort för hans filmer under de gångna åren. Han avslutade sin lovsång med några löften om sin nya film, "The Crusades", och vad han ämnar söka uppnå i detta bli-vande verk — men mera därom i ett senare nummer.

(Fortsetzung Von Seite 4)

Obleich unser Film "Mrs. Wiggs of the Cabbage Patch" nicht zu den ausgesprochenen Grossfilmen gehört, können wir behaupten, dass derselbe wohl einer der erfrischendsten und natürlichsten Filme ist, den die Paramount je produziert hat. Pauline Lord, die Hauptdarstellerin dieses ihres ersten Paramount Filmes ist unter langjährigem Kontrakt mit Paramount und muss unbedingt als eine der grössten Charakterdarstellerinnen der Neuzeit angesehen werden.

Während seines New Yorker Aufenthaltes nahmen wir mit Mr. De Mille Rücksprache, und sprach der-selbe in warmen Worten über unsere Auslandsabteilung in Anbetracht der unermüdlichen Unterstützung, die ihm und seinen Filmen in aller Welt zuteil Unter anderem teilte er uns seine Pläne für den Film "The Crusades" mit, über den wir in nächster Zeit ausführlicher berichten werden.

GROOT PARAMOUNT NIEUWS

In verband met het groote aantal in kunnen wij in deze rubriek slechts de allerbelangrijkste gebeurtenissen van de afgeloopen maand aanstippen. Overigens verschijnen in dit nummer zoovele nieuws illustraties, dat verder commentaar vrijwel overbodig is.

De belangrijkste gebeurtenis, die zich in de Paramount wereld afspeelde, was het reusachtige succes van de Cecil B. DeMille's nieuwe film CLEO-PATRA, die tegelijkertijd in eenige Amerikaansche hoofdsteden en in Londen begon te draaien. Wij verwachten zeer veel van deze rolprent. Copieen worden met den meesten spoed aan alle kantoren toegezonden.

Wanneer U dit leest, is de Heer flicks terug in New York van een bizonder interessante Europeesche rondreis. Een volledig verslag van zijn inspectiereis zal verschijnen in ons volgende nummer.

Het concours is nu vollen gang. De strijd om de prijzen en den voorrang daarover nader in ons volgend numschijnt gevoerd te worden met alle mer.

UN MOIS DE GRANDES NOUVELLES A PARAMOUNT

A cause du grand nombre de nos nouvelles, la plupart de nos informations sont données en anglais, mais comme elles sont accompagnées d'un très grand nombre d'illustrations vous devrierg pouvoir saisir facilement le texte par l'image et réciproquement.

Peut-être la plus grande nouvelle de toutes est celle relative au merveilleux succès déjà remporté par "Cleopatra" de Cecil B. DeMille, qui a eu des premières sensationnelles dans plusieurs villes americaines et également à Londres. On se áte d'envoyer des copies de cette grande production dans tous les pays du monde, et nous nous attendons à de superbes résultats.

Au moment où vous lirez ces lignes, M. Hicks sera revenu d'une randonnée en Europe des plus interessantes. 11 est en plein océan pendant que nous allons sous presse, et nous vous promettons un compte rendu de son voyage dans notre prochain numéro.

La "bataille" du concours se poursuit avec un terrible acharnement et tout indique dèjà que la ruée pour les prix va en faire un des concours des plus intéressants parmi ceux que nous avons connus. A ce sujet nous ne referentes ás actividades da Parapouvous que vous rappeler qu'un bon départ est un avantage considérable dans cette course.

Bien que "Mrs. Wiggs of the Cab-bage Patch" n'égale pas en longueur nos spectacles grandioses, c'est cependant une des productions les plus glorieusement humaines jamais tournées par Paramount, et Pauline Lord, la nouvelle étoile Paramount, engagée sous long contrat, paraît dans ce film, son premier film, prohahlement comme la plus grande actrice de genre sur l'écran contemporain.

Nous avons interviewé M. DeMille pendant qu'il était à New-York, et nous avons constaté quiau lieu d'une interview ce fut une avalange de louanges de M. DeMille à l'égard de notre Legion Internationale entière pour ce que vous avez tous fait dans le passé pour les films DeMille. Incidemment, M. DeMille nous a dit quelque chose concernant "The Crusades". et ce qu'il a l'intention de faire de ce - mais nous vous raconterons cela plus tard.

middelen die den verschillende kantoren ten dienste staan. Als onpartijdige toeschouwers kunnen wij U alleen zeggen dat een goede voorsprong de halve hoofdprijs is.

Ofschoon verre van een overweldigend schouwspel, is de komende pro-ductie "Mrs. Wiggs of the Cabbage Patch" een der boeiendste levens schetsen, die Paramount ooit heeft vervaardigd. In deze rolprent zien wij Pauline Lord (thans contractueel voor langen tijd aan Paramount verbonden) een vertolking der rol van Mrs Wiggs, die haar bestempelt als de beste karakter actrice van onzen tijd.

Toen de Heer DeMille in New York was voor de première van zijn CLEO-PATRA probeerden wij hem te interviewen. In plaats daarvan greep hij de gelegenheid te baat om in een vloed van woorden zijn voldoening en dankbaarheid te uiten over de wijze waarop de Paramount International Corporation zijn vroegere films in het buitenland heeft geexploiteerd. deelde ons eveneens het een en ander mede over zijn komende film THE CRUSADES (Kruistochten) — doch



PARAMOUNT STARS ON PARADE

Here, in merry mood, are some of the stars and featured players who help make our Paramount pictures, and help make 'em so good. Caught by a studio cameraman, they are from l. to r.; Ida Lupino, Julian Madison, Joan Bennett, Francis Lederer, Evelyn Venable and Cary Grant.

AS GRANDES NOTICIAS DO MES

Como verão das nossas secçõis em inglês, publicamos neste numero uma copiosa soma de noticias importantes, mount, mas como quasi todas vão bem ilustradas, mesmo os que não lêem inglês podem compreender o movel dessas noticias.

-Um dos facto de mais brilhante importancia durante o mês, foi a estreia em Nova York da superproduc-ção "Cleopatra" de Cecil B. De Mille, filme que desperta por todos os lados os mais justos elogios. Simultaneamente com Nova York, foi o filme tambem estreiado em varias cidades americanas e na capital inglesa.

-Quando esta edição estiver sendo lida ahi, Mr. Hicks jã estará prova-velmente de regresso a Nova York de Das suas imsua viagem a Europa. pressõis colhidas no velho continente trataremos com os pormenores necessarios na nossa proxima edição.

-O nosso concurso internacional continua animadamente, evidando todos os contendores aos premios deste anno o mais "puxados" esforços, afim de chamá-los a si. Corra o leitor a vista pelo quadro das entradas e verá o que queremos dizer. Despertem, pois, os que se acham atrás... e não se esqueçam de que é certo o proverbio —"Trabalha e Deus te ajuda".

-Embora em tamanho não seja um dos maiores espectaculos deste anno, affirmamos que o filme "Mrs. Wiggs of the Cabbage Patch" é um dos mais belos desta temporada, confirmando se mais uma vez a excelencia das fitas Paramount. Figurando nesse trabalho de estreia, podemos tambem garantir que Pauline Lord, sob longo contrato com a Paramount, é uma artista completa e não temos duvidas de que fará breve numeroso grupo de apreciadores do seu talento.

Tivemos oportunidade de entrevistar Mr. De Mille, durante a sua estada em Nova York, e ao contrario de obtermos delle dados pessoais, o que conseguimos foram elogios á nossa organização estrangeira, que Mr. De Mille tem na mais alta consideração. Estes elogios, é claro, são desde já distribuidos pelos nossos esforçados amigos do mercado exterior, a quem devemos aqueles justos comentarios. Incidentemente, falamos com Mr. De Mille sohre o futuro super-filme, "As Cruzadas", do que mais tarde trataremos com pormenores.

Paramount International News

Vol. I, No. 16

OCTOBER 1, 1934

PRICE: Your Share of Paramount's Good Will

SCHAEFER; NATHAN'S URUGUAY, LEAD!

CENTRAL AMERICAN PARA-MOUNTEERS GET MERITED ADVANCEMENT

Another sterling, several-sided example of advancement from within the Paramount ranks is exhibited to Para-

mounteers everywhere in the announcement by Mr. Hicks concerning promotions in the Caribbean and Central American territory.

Due to the resignation of Mr. Saiso, who is compelled to return to



A. L. Pratchett

Spain because of urgent personal business, Mr. Arthur L. Pratchett, who for many years has kept the Paramount flag flying in Cuba receives the appointment of Paramount manager for Mexico. He is presently proceeding to that post by way of Home office, and meanwhile the office in Mexico is being administered by Mr. Sussman,

(Continued on Page 2)



"LAUGH, LITTLE CLOWN"

Bear well in mind this title, for it belongs to a picture, made for Paramount release, which we believe will be very historic in years to come. It is a Hecht-Mac Arthur production and its star, shown above, is Jimmie Savo who is, with one possible exception, the greatest pantomimist in films today.

MR. HICKS AND EUROPE MEET AGAIN: SOME REFLECTIONS ON A MEMORABLE PARAMOUNT JOURNEY

There are two distinct avenues of approach to the story of the European survey which Mr. Hicks concluded in the early part of last month, either of which would be entirely satisfactory if done with full justice to the subject. One would be to treat the event in the chronological order of its events and highlights, saying 'Mr. Hicks left here and arrived there on such and such a date and found everything fine.' The other, and to our mind more preferable, procedure would be to try and express in a clear and concise statement the 'Paramount mood' he encountered abroad. This it shall be.

'It was a sun-tanned and super-optimistic Mr. Hicks that greeted New York again on September 6th as the good ship "Manhattan" swung into her North River pier. His smile had been visible literally for miles down the bay, and it was a smile with a mighty good reason back of it, for the Legion Leader had everywhere on his travels met with such boundless optimism, such unquenchable cheeriness and such irrespressible high spirits that practically his first words of greeting told those meeting him that Paramount's many-chaptered organization in Europe is without a peer, matchless and, although it is a word that we have rather become accustomed to during the past two decades — 'paramount' in every respect.

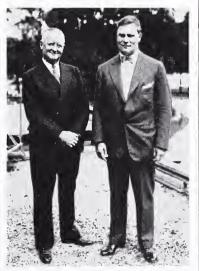
This time he had covered more ground, gone into some territories that he had never been able to reach before, and spent more time with the Paramounteers he had met brifly on previous occasions, so that with his summation of the European situation this time he feels that he knows the Legionnaires there as he has never known them before. Another powerful aspect to his trip is the fact that this time he was enabled to hear more persons outside of our organization and even outside of our industry speak of the local Paramount representatives, and the praises that he heard heaped on the heads of our Legionnaires were such that even apart from his own appraisal he knows that we have the finest organization in the film business abroad, and one of the finest com-mercial organizations of any busi-

Of course in telling of this survey we have to sooner or later drop into some form of chronological reporting, so we might as well begin now.

gin now.

The initial chapter of the trip was concerned with England, where in reviewing the situation Mr. Hicks asks merely that you all turn again

(Continued on Page 7)



This picture was published in the September issue of one of our prime favorites among the Paramount house organs, La Paramount Francaise, and carried the caption: "M. Hicks quitte la France avec le sourire!" If you don't know that much French we can't help it, because the picture tells its own story.

SAME LEADERS AS LAST MONTH, BUT OTHER IM-PORTANT CHANGES

Poland and Peru Make Marvelous Advances

The theory of Leadership Momentum, expounded last month, continues to be just as important this month. This is evidenced by the continued leads enjoyed by Gus J. Schaefer, so far as the Divisions are concerned, and by Uruguay in the column of Countries. We find additional support for this theory in the titanic battles being waged by other Division Leaders and other Countries in the struggle to unseat these leaders.

Look, for example, at the glorious advance of Benito del Villar in sweeping his Division upward from its Sixth of last month to Second this month. How long do you imagine Gus Schacfer ean hold out against such a pounding barrage? Look at John B. Nathan's advance, too, from Fifth last month to Fourth this month. And J. C. Graham's sweep upward from Eighth to Sixth. Bulldogs, you know, just won't be held back once their minds are made up! The terrific

(Continued on Page 2)

IMPORTANT NEWS ABOUT "THE PURSUIT OF HAPPINESS"

Bearing out our prophecy concerning the importance of this very interesting picture is the fact that it has been booked into the Radio City Music Hall in New York City, for a run commencing October 25th.

Paramount International News

Published on the first of every month preceding issue date from the Paramount Building at the Crossroads of the World in New York City, U.S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry. Edited by Albert Deane.

Vol. I October, 1934 No. 16

THE PARAMOUNT SPIRIT AS MR. VALLAR SEES IT

Last month we had a 'stop press' item about a letter from Manager G. P. Vallar of Germany received just as we were going to press. It's our very real pleasure to now give you highlights from that missive.

"We had the pleasure of a visit from Messrs Hieks, Lange and Sehaefer in Berlin," says Mr. Vallar, "and at a luneheon Mr. Hieks told us of the wonderful plans for the present and for the future. Needless to say we appreciated the talk very much and for the present our set-up for the next five months makes us the most enthusiastic territory in the Paramount organization. Never before have we had the privilege of having such wonderful pietures in our first group for selling.

(Continued in next column)

"We are sanguine that the remainder of the International Legion will all have the job of looking to the peak of the Paramount trade mark for Germany's name. Moreover, with 'Searlet Empress' and 'Cleopatra' already in our hands for release we are confident of leading not only in the Legion, but in Germany as well. The enthusiasm of the German exhibitors for these particular pictures convinces us of this claim, and proves to us that we have every right to our boundless enthusiasm."

ARRESTING ANNOUNCE-MENT FROM ROUMANIA

We have received from Manager N. G. Palugyay, of Bucarest, copy of his splendid announcement in four colors issued recently to the exhibitors of Roumania, and containing particulars of the new season's Paramount pictures. We com-



N. G. Palugyay

pliment those responsible for this most effective piece of work.

It is also pleasing to note that Mr. Palugyay was afforded the opportunity of meeting Mr. Hicks at the Budapest convention where he heard from the Legion's Leader some highly complimentary references to the fine work being done all of the time by the Roumanian Paramounteers.



PARAMOUNT LEADER SUPERVISES PRODUCTION

During the past several months, ever since the memorable Convention, Mr. Zukor has been on the spot in Hollywood's Paramount Studio, giving to every picture made, in the making and planned to be made that famous supervisory touch which played so major a part over many years in making Paramount's product the world's greatest and most consistent. Here he is watching Director Eddie Nugent shoot a seene of the Elissa Landi opera-romance, "Enter Madame,"

"We are sanguine that the re- BLUE RIBBON BUNCH UNDER JOHN E. KENNEBECK'S ainder of the International Legion GUIDANCE, STAGE A POWERFUL CONVENTION







John E. Kennebeek

William Hurworth

James A. Sixsmith

September 11th and 12th were rainbow days for the Blue Ribbon Bunch of Australia, New Zealand and the Far East, for on those days there foregathered in Sydney an aggregation of Paramounteers who, if threats, claims and allegations mean anything (and they very often do with that bunch), are going to romp off with one, two or maybe three of the Contest's cash compensations. In other words, these two days witnessed the staging of John E. Kennebeck's first convention since assuming the Managing Directorship of the Australian organization, and with delegates in from all six of the Australian states, as well as from New Zealand, plus the announcement of the finest line-up of product Paramount has ever given to the world in one year, there was absolutely no holding the bunch.

In true sentimental fashion, the Convention was dedicated to Mr. Hicks, and was started off auspiciously by the receipt of cables from the Foreign Legion's Leader, and from Mr. Adolph Zukor, Mr. George Schaefer and Mr. Emanuel Cohen.

Our first word on the event comes in the form of a cable jointly signed by Messrs Kennebeck, Hurworth and Sixsmith, and says:

TO MR. HICKS. FOURTEENTH CONVENTION, WHICH WAS DEDICATED TO YOU, OPENED IN TENSE ATMOSPHERE CREATED BY RECEIPT OF CABLES FROM MESSRS ZUKOR COHEN SCHAEFER AND YOUR GOODSELF. ANNOUNCEMENT OF NEXT YEAR'S MARVELOUS LINE-UP RECEIVED WITH GREAT ENTHUSIASM. ALL DELEGATES PLEDGE BUMPER YEAR. PLEASE THANK ALL CONCERNED FOR KINDLY INTEREST.

Just at about the time that this issue of International News is rolling out to the world we will have visual evidence of the Australians' enthusiasm, so look for pictorial evidence of the strength of potential prize winners among the Blue Ribbon Bunch in next month's issue.

Meanwhile we offer our sincerest congratulations to Mr. Kennebeck and his grand gang for a wonderful convention.

(Continued from Page 1)

zest of Gus Schaefer's advance is not limited to his German Division alone: it has earried his Central Europe Division onward and upward from its Thirteenth of last month to Eleventh this month.

Look, too, at the Countries! Germany has gone from Fourth to Third this month, Peru (Holy Smoke!) from Fifteenth to Fifth (What Speed and Pep!), and Great Britain up one point from Tenth to Ninth. Denmark, on behalf of the Viking Division, advances from Sixteenth to Fonrteenth; Poland (another Power-filled Speedster, up from Thirtieth to Sixteenth.

The balance are as you find them on the opposite page. But already the lead in the linotypes is bubbling hot for the news of next month. This contest is boiling up in a manner which we cannot help recognizing as enthusiasm-filled in more ways than we have ever known before, in all of the contests we have recorded for posterity.

Have your aspirin ready for next month's changes!

PARAMOUNTEERS ADVANCED
(Continued from Page 1)

general manager of the territory of which Mexico is a part.



The Cuban post is assumed by Mr. Jacob Rapoport, who more than a year ago proceeded to Panama as assistant manager, and who was very recently transferred to Guatemala in a relief capacity when Mr. Saul Jacobs was called to New York. He

Jacob Rapoport was in Guatemala but a few days before being called to Cuba, where he conferred with Mr. Pratchett for two weeks before the lat-

ter Paramounteer departed for Mexico.
As a result of these advancements there are several posts to be filled and announcements concerning these will be made in the very near future. Meanwhile, it is with pride and gratification that we extend the heartiest congratulations to Messrs Pratchett and Rapoport on their advancements.

500

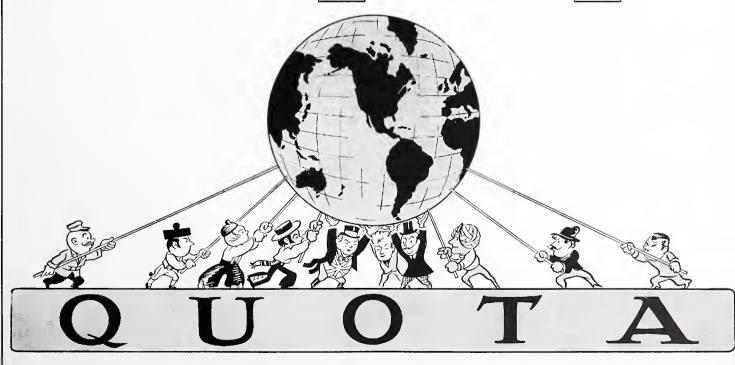
300

THE DIVISION LEADERS AND THE COUNTRIES AS THE END OF AUGUST 1934 FOUND THEM

It was at the end of August, Ending just two months of 'play,' Came the Statistician's figures, And those figures, they did say—

1.	Schaefer (Germany)	
2.	del Villar	BY
3.	Ballance	Б1
4.	Nathan	р
5.	Pratchett	т
6.	Graham	I
7.	Day	V
8.	Sussman	I
9.	Kennebeck	\mathbf{s}
10.	Cochrane	Ţ
11.	Schaefer (Cent. Europe)	I
12.	Peereboom	0
13.	Klarsfeld	N
14.	Messeri	\mathbf{s}
15.	Aboaf	
16.	York	

-		
2.	Uruguay Philippines	
4.	Germany Panama Peru	BY
6.	reru India Chile	
9.	Cuba Great Britain	C
11. 12.	Argentina Brazil Colombia	0
14.	Australasia Denmark Mexico	U
16.	Poland Porto Rico Guatemala	N
19.	Guatemala China Austria	T
21.	Roumania Holland Hungary	R
24. 25.	Jugo-Slavia France	I
27.	Japan Spain Norway	E
29. 30.	Italy Latvia	S
	Finland Sweden	



"The Paramount world is supported by loyal Paramounteers using every possible means at their command: and solidly supporting every one of these Paramounteers is Quota."

ABOAF VISITS U.S.A.

When the eall to the Convention of last June coincided with the comm c n c ement of his selling season. Americo Aboaf rightly decided that the right place for I taly's Managing Director to be was right on the spot in Italy. spot



Americo Aboaf

So he stayed right there and missed a marvelous Convention.

However, there is a destiny that takes eare of such matters, and destiny in this particular instance happened to be an advice from Mr. Ilieks, plus a huge steamer named the "Leviathan," and a welcoming committee on Pier 59 in New York City. All of which means that Mr. Aboaf is at present in the United States of America, and as far as his exact location is concerned, he is en route back from a brief but effective glimpse of the Hollywood Studios (his first visit), where he has seen several of the mightiest productions in Paramount's history in work.

Ile will have further distribution eonferences with Mr. Hicks before proceeding back to Italy to carry to his Paramounteers there the glowing story of his first Paramount visit to America.

PARAMOUNT NEWS VISITOR

Travelling to America from Rome as a fellow passenger of Americo Aboaf was I. Bixio Alberini, Paramount News cameraman stationed in Rome. and thus covering one of the most important news centres of the world. Mr. Alberini, after a stay of a few days in New York, departed for Hollywood for conferences with Mr. Emanuel Cohen, who despite his tremendous responsibilities in connection with the production of Paramount features, also finds time to devote to his 'first film love,' the news reel - in this particular case the world's best news reel.

JOINVILLE MANAGER IN N. Y.

Steve Fitzgibbon, who has been manager of Paramount's Joinville Studio ever since its opening for Paramount production more than four years ago, is in New York on his first business trip since that event. finds the city a mighty changed place, but the Paramount spirit of greeting and good fellowship is still the same, for we have been mighty happy to see Steve again, and to congratulate him personally on the splendid product that the Joinville plant has been creating.

> A STOP PRESS CABLE (And how the presses loved stopping for this one)

ICKS, NEW YORK
DIETRICH'S SCARLET EMPRESS HICKS. OPENED IN BERLIN TODAY (SEPT. 24) AND THIRTYFOUR (34) OTHER GERMAN CITIES SIMULTANEOUSLY TO BIGGEST BUSINESS DIETRICH EVER HAD VALLAR

GARDEL COLUMN

AMERICAN REVIEW COUNCIL ENDORSES "CUESTA ABAJO"

Not only has our entire Spanishspeaking organization, as well as the combined Spanish press, endorsed Carlos Gardel's first Paramount release, "Cuesta Abajo," but we also have powerful American endorsement of the film as well. The various official preview societies which release their opinions through the channels of the Motion Picture Producers and Distributors of America have the following to say in their September 1st, issue of "Selected Motion Pictures":

CUESTA ABAJO. The first of a series of American-made Spanish language films starring Carlos Gardel, the Argentine baritone, which is impressive due to pleasant romantie drama, outstanding picture technique, excellent direction and the superb singing of Gardel. Well worth seeing. For adults and young people.

"FILM DAILY" (N.Y.) GIVES HIGH PRAISE TO "EL TANGO EN BROADWAY"

In its issue of September 19, in reviewing the new Carlos Gardel film for Paramount release, the famous American trade paper says:

"....Gardel has a gorgeous voice, a nice screen personality, and knows how to act. His 'Cuesta Abajo' is reported to be stopping the shows in Argentina with the applause, and if that is the case, this one will, too, for it is a better produced picture with the cast much smoother, and that goes for the story....Gardel sings many tango songs very effectively.'

The Motion Picture Daily (N.Y.) in its issue of September 20th had this

to say of the picture:
"His (Gardel's) voice is remarkable
on the screen. He is also a fine actor Wherever Spanish is spoken it should mean heavy money at the boxoffice... Most of the music is in the tango tempo and is extremely well done."

"CUESTA ABAJO" MAKES PHY-SICAL WRECKS OF BUENOS AIRES PROJECTIONISTS

Take this cable, for instance:

"CUESTA ABAJO" A SMASH
HIT. AUDIENCE APPLAUSE AND
ENTHUSIASM SO GREAT AT YESTERDAY'S OPENING THAT PICTURE WAS STOPPED THREE
TIMES TO REPEAT MUSICAL
NUMBERS. IT'S A GOLD MINE. (sgd.) NATHAN

Most of you personally know John B. Nathan for the calm, conservative prognosticator that he is, and when he says that Carlos Gardel's picture, "Cuesta Abajo" is a gold mine he means just exactly that. As for the business of stopping a musical picture three times for the repetition of songs, that's an old Gardel custom - or we should say, a famous Spanish custom where Gardel super-hits are con-

As for it making physical wrecks of the Argentine projectionists, we don't give them more than a passing hoot for that, because we hope to see em made to repeat the musical numbers in "El Tango en Broadway" five and possibly six times. A projectionist shouldn't be so fussy over things that are so important to Paramount.

Previews of New Paramount Pictures

THE PURSUIT OF HAPPINESS

This one has to score heavily first of all on the grounds of sheer. delightful, whimsical and laughable novelty and originality. It's a picture the like of which you have never seen before, no matter how long you have been in this picturesque business. It goes back one hundred and fifty years, but if you tell us that human nature wasn't the same then as it is today, our answer will tell you to look at the slick delights of "Cleopatra." At all events, we're hot and strong for "The Pursuit of Happiness" — and it's such a nice and wholesome sort of happiness that's pursued — and we're strong for the sterling quality of such a east that is headed by Francis Lederer, Joan Bennett, Charlie Ruggles and Mary Boland. Here's a picture that, given spirited and intelligent exploitation, can rapidly be resolved into one of the most popular pictures of the year.

THE LEMON DROP KID

One of the greatest heart-pulsing, human interest dramas that Paramount has ever produced. It marks also a grand comeback for one of the most genuine directors in the business, Marshall Neilan. Lee Tracy forsakes his glib, wisecracking roles of the past and assumes a mantle of warm, loveable sympathy. Not in many a long moon will you forget his portrayal of desperation when he learns that his wife is dying and that nothing he can do on this earth can save her. It is a page flashed from life and will live in memory as long as memory itself lives. Three other swell portrayals of their roles are given by Helen Mack, Baby LeRoy, (talking at last) and William Frawley. In our humble estimation, this picture is as great in point of human interest as the redoubt-able "Now and Forever," which is saying a lot these days.

WAGON WHEELS

A long while ago, reading the script of this one, we prophesied a picture that was a long way off the beaten path of Westerns. we lay claim to the point that our prophecy has more than come true, for when you see this epic of the great outdoors we know that you will find in it a worthy successor to "The Covered Wagon," "The Thundering Herd," "North of 36" and "Fighting Caravaus." If you have any local distribution machinery which permits of your taking a picture with a setting of the open spaces, and treating it as something apart from the average Western, then by all means put that machinery into opera-

PARAMOUNTNYHETER

Vi publicera denna månad de senaste nyheterna om vår ledares, Mr. Hicks, Europaresa. Som ni alla veta besökte England, Skandinavien, Tysk-Österrike, Ungern, Italien, land, Österrike, Ungern, Italien, Spanien och Frankrike och i alla dessa länder blev han föremål för ett magnifikt bevis på äkta Paramountande i ändå större mån än han någonsin förut haft nöjet att möta. Han försäkrar därför, att det inte är något tvivel alls på, att Paramounts organisation är den allra starkaste i affärsvärlden.

Mr. Hicks fann också, att de tre största Paramountfilmerna för tillfället äro "Kleopatra", "Den Röda Kejsarinnan", och "Mordet i The Vanities". Han fann också ut, att alla äro oer-hördt intresserade i "Lives of a Bengal Lancer" och Cecil B. DeMilles "The Crusades", vilka båda filmer just nu filmas för högtryck i Hollywood.

"Kleopatra" hade en sensationellt storartad tre veckors säsong på Para-mountteatern i New York. Vi ha allmountteatern i New York. Vi ha allaredan påpekat i ett brev till alla våra kontor, att från affärssynpunkt denna tre veckors säsong var större än sexton veckor på Criterionteatern.

Vi behöva inte referera till Ouotalöpningen, som beskrives i detalj på sidan 3. Har ni någonsin sett en sådan tävlan! Och det är en så oerhörd spänning, att vi ej ens våga "betta" en cent för den enkla orsaken, att det är så lätt att slå kullerbyttor och den, som nu är på botten av listan, kanske i morgon kan skrika sig hes på toppen av sifferstegen.

Mr. Zukor, som talar från Hollywood, där han övervakar hela den nya produktionen (se bilden och artikeln på en annan sida), garanterar, att Paramount detta år kommer att utsläppa de mest praktfulla filmerna i hela filmindustrien. Vi se allaredan ett magnifikt prov på hans löften i en sådan film som "Kleopatra".

Ni har alltid önskat, att Paramount skulle göra en operatisk romance. Därför håll andan och öppna öronen, ty "Enter Madame", som har Elissa Landi, Gary Grant och Richard Bonelli från Metropolitan Grand Opera Company i huvudrollerna, är just, vad ni drömt om.

Australien firade sin årliga Paramountvecka i början av september och att dömma av de telegram vi erhållit i New York, var en större succes än någonsin. Dessa festligheter ha hållits i Australien för fjorton år i följd.

Paramounts "Shorts" med Betty Boop och Popeye växa årligen i popularitet. Båda äro oerhördt populära i hela Europa och i Syd- och Central-Amerika. Vi vänta, att med den rätta sortens "exploitation", de komma att bli de mest kånda karikatyrskaraktärer i världen.

Vi visa eder denna månad några scener från "Lives of a Bengal Lancer", så att ni med egna ögon kan se, att denna film kommer att bli en av de största i Paramounts historia. I all trovärdighet vänta vi verkligen, att denna film skall bli det största romantiska drama vi någonsin gjort, och att den också kommer att tilltala hela världen.



"NOW AND FOREVER" HAS A HAPPY ENDING

When press-books on the Cooper-Lombard-Shirley Temple picture, "Now and Forever" were prepared the picture, still in the editing stage, had an unhappy ending. In this ending both Cooper and Lombard were killed.

Preview reaction was so overwhelmingly against this finale that a new ending was shot, and is the one which you will now find in the picture.

In order to remedy the synopsis in the press-book special slips have been sent to all offices and you are thereupon urged to see that no copy of the book leaves your office without the slip attached.

PRODUCTION BRIEFS

Paramount's production of "Code of the West," Zane Grey story, will be cast-headed by Jackie Coogan, Randolph Scott and Evelyn Brent.

Katherine De Mille will be Claudette Colbert's love rival in "The Gilded Lily." The man they'll fight for hasn't been selected yet.

Paramount has bought screen rights

Paramount has bought screen rights to the current best-seller in America, "So Red the Rose," by Stark Young.

Rights have also been acquired to "There's Always Juliet," by John Van Druten. This play was staged with great success in London and New York, with Herbert Marshall and his wife, Edna Best, playing the chief roles in both cities.

(Continued in Column Four)

LANCES ON HIGH. Glimpsed below is another powerful hint of the grand seale excitement which you can positively expect in "Lives of a Bengal Lancer" which is now practically through filming, and which all of you will be seeing long before the end of the year.



IMPORTANT NEWS FLASH! DIETRICH STARTS WORK IN "CAPRICE ESPAGNOLE"

One of the most electric announcements ever to emanate from our Hollywood Studio was the news flash telling of the start of work by Marlene Dietrich and Josef von Sternberg on "Caprice Espagnole." This new picture, as its title announces, has a Spanish locale throughout and our studio contacts offer the finest proof in the world that Miss Dietrich's role is even more dynamic than that unforgettable one which really introduced her to the world in "Moroeco."

Shown above is the studio's first eamera study of Marlene in a costume she will wear in the picture. Its Spanish authenticity is indisputable.

WALTER WANGER MAKING SIX FOR PAR. RELEASE

Walter Wanger, a production executive of Paramount for many years, and until quite recently in charge of Paramount production in Astoria, has signed an agreement to make six pictures independently for release by Paramount.

The first pieture is already in work and bears the title of "The President Vanishes." Second to be made will be "Peaeoek Feathers," starring Ann Harding, and will be made entirely in Technicolor. There will also be a complete black and white version. In addition to Miss Harding, the cast will include Charles Boyer, one of the most popular stars in Europe, and Sir Cedrie Hardwick, pre - eminent among England's character players.

PRODUCTION BRIEFS (Con.)

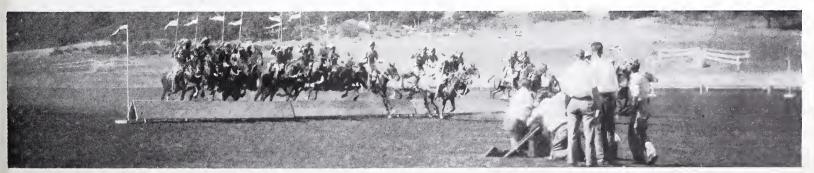
Albert Valentino, brother of the famous star of the same name, has the role of an Italian opera singer in Elissa Landi's picture, "Enter Madame."

Joel McCrea has one of the two male leads opposite Marlene Dietrich in "Caprice Espagnole."

Baby LeRoy has broken into another picture. He has one of the leads in "Ruggles of Red Gap," which stars Charles Laughton.

Queenie Smith's first role for Paramount will be opposite Lanny Ross in "Mississippi." Miss Smith is a famous New York musical comedy star, which means that she, too, will sing in "Mississippi."

Marshall Neilan, who did such a magnificent piece of directing in "The Lemon Drop Kid," will have the direction of Max Baer's first Paramount picture, tentatively titled "Kids on the Cuff." Other leads in the picture will be taken by Gertrude Michael, Alison Skipworth and Paramount's wonder boy, David Holt.



SAY, YOU FELLOWS OVER THERE—WE'VE GOT THE PRODUCT!



A FAMOUS MUSICIAN

Prominent among last month's visitors to the Paramount Studio in Hollywood were the famous English musician, Sir Henry Wood, and Lady Wood. Here they are lunching with Cecil B. De Mille, while Henry Wil-coxon listens in to see if Sir Henry has any musical suggestions for incorporating in the score of Mr. De Mille's film of "The Crusades."



"LIMEHOUSE" DAZE

Out of the glare of the studio lights the three principals of the "Limehouse Nights" cast confer. They are George Raft, Anna May Wong and Jean Parker. George's eyes have been specially treated for this pieture to give them the needed Oriental slant called for by the



TWO SINGERS

Bing Crosby, Kitty Carlisle and a parrot between scenes of Paramount's musical romance, "Here Is My Heart." The parrot, let it be said, plays a very important comedy and dramatic role in the picture, which has Bing Crosby singing at least four songs, and Miss Carlisle singing two.

OUR ENTHUSIASM FOR "THE PURSUIT OF HAPPINESS" IS VERY REAL

Some of our enthusiasm is to be found on another page. Here, too, is some more enthusiasm, reflected in excerpts from the American trade paper reviews:

trade paper reviews:

From the Motion Picture Daily...
Sept. 8th, 1934.

Hollywood, Sept. 7 — The old Puritan custom of "bundling," practiced during Colonial days and consisting of the courtship between a man and a maid in bed under the covers, but fully clothed, in order to save firewood, is here dramatized with robust humor and good taste.

Francis Lederer, a Hessian soldier imported by Britain to fight the colonists escapes to Connecticut and hides in the barn of Joan Bennett's father. After escaping from the guardhouse Lederer goes sparkling with Miss Bennett and is caught "bundling" by the snooping Walter Kingsford, the town's blue-nose headman, but happiness triumphs.

Lederer, noted stage star, delivers a romantic performance. Elfin and tender, Miss Bennett resembles a cameo of the period. Kingsford is a standout as the Pilgrim father. Mary Boland and Charles Ruggles team for a laugh, with Barbara Barondess excellent, as are the balance of the cast.

The production reflects care and dis-

Barondess excellent, as are the balance of the cast.

The production reflects care and discrimination in dialogue, decorations of the period, atmosphere and lighting. Karl Struss's photography is good. Alexander Hall directed smartly and subtly with an eye on showmanship.

As his first production for Paramount, Arthur Hornhlow has produced an artistic, ticket-selling production to delight audiences with laughter and romance.

From "Variety", September 7—

"Pursuit of Happiness" is so refreshingly far off the beaten path of screen plot and seene that the setting and atmosphere offer unusual inspiration to Francis Lederer and his competent supporting players in building up a sparkling, robust, adult comedy.

Performance, direction, adaptation from the original play, dialog and technical contributions all share notably in the re-

the original play, dialog and technical contributions all share notably in the re-

sult.

Comedy of Revolutionary War period is built up to and around a daring, yet inoffensive love scene played by Lederer and John Bennett in bed, to illustrate the curious old Puritan enstom of courtship 'Bundling;' that is, the lovers bundling up in bed blankets together to save fire wood.

Lederer plays with his characteristic freedom from posture, and is effective alike in his gravely tender love passages and his sly and infectious humor. The story fits him splendidly.

"ENTER MADAME" SCHED-ULED TO BE A MUSICAL **GEM**

Looked at one way or another, there is a lot of news in this issue of Paramount International News about "Enter Madame." There should be! Our investigations convince us that the picture is going to be one of Paramount's most important assets during the current season. As a result of these beliefs we asked the studio just how importantly music figures in the film and have received the following information:

Reel One deals in its entirety with a portion of "La- Tosca." The action takes place in an opera house so we both see the action and hear the singing. Much of another reel deals with the "Regina Coeli" sequence from "Ca-valleria Rusticana." Still another reel Much of another reel deals with has almost its entire length devoted to a scene from "Aida," sung in London's Covent Garden Opera House. A further reel has many sequences from

"In addition to all of this," our advice says, "there wil be abundant underscoring throughout the picture of operatic arias.'

It all sounds terrifically important to



FILMING "LANCERS" AGAINST A MAGNIFICENT **BACKGROUND**

The purpose of these two seenes is to show you beyond all question of doubt the magnificence of the scenie investiture of "Lives of a Bengal Lancer." Here are scenes made expressly in India for the picture, and the entire tempo of the film will be in keeping with these expensive settings. You can therefore be positively sure that "Lives of a Bengal Lancer" will have greatness not only in story, action and cast — but also in settings and spectacle.



GARY UND ERNST

The Great Lubitsch, sensing in Lives of a Bengal Lancer" one of the mightiest pictures of all time, visits Gary Cooper, the film's star. You will recall that Ernst directed Gary magnificently in "Design for Living" and has since followed his career with profound interest. Note also that Gary is magnificently uniformed in this picture, even to the carrying of a mustache.

SOME-SING FOR A BEAUTIFUL SONG →

"Enter Madame" started out as a comedy drama, but production perspicacity swiftly changed it into Paramount's newest operatic ro-mance, with Elissa Landi as the operatie star, Cary Grant as her lover, and Riehard Bonelli, of the Metropolitan Grand Opera Company as the other man. Here are Cary Grant and Paul Porcasi, who has the important role of the opera diva's the "'Anvil Chorus' from 'Lucia di eook in the picture, pounding out Paramount." (Title Copyright) portant role of the opera diva's



Richard Bonelli, internationally famous baritone, and the star of "Enter Madame," Elissa Landi, rehearsing one of their songs.



MR. HICKS REVIEWS ASSUPER-ENTHUSED EUROPE

(Continued from Page One)

to the line-up of staunch and devoted Paramounteers pietured in our last issue of Paramount International News and then ask yourself if it is possible to think of 69 better reasons why Paramount is paramount in Great Britain and Ireland. Bulldog Division, under Mr. Graham's grand leadership, with powerful support from lieutenants Goldman and St. John, is doing a marvelous slab of Paramount servicc and is an International Legion bulwark of towering strength.

And then to Sweden, where there was a Seandinavian Convention, the luneheon highspot of which is pietured in the adjoining column. Chief Viking Carl York eertainly earried his American Convention enthusiasm back to his native haunts with him, and found that his messages aroused such terrific enthusiasm in his chief aides, Messrs Eriksen, Frost and Hammar, that even some of the 'smorgasbord' remained uneaten at the luncheon. Again in Scandinavia, wherever he went, Mr. Hicks found such a profoundly stirring enthusiasm for Paramount, both within our own organization and in commercial circles generally that he wishes every Paramounteer everywhere could become personally aequainted with it.

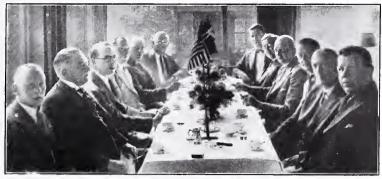
While in Stockholm he had one of his greatest wishes fulfilled by visiting the China Theatre, which he found to be a magnificent house, run with a capability leaving nothing to be desired. In short, a theatre that Paramount ean be truly proud of.

In Copenhagen he met Manager Harald Frost, who had been present only in spirit at the Stockholm gathering, and here again, in the 'Paris of the North' he found the same magnificent Paramount spirit, with the boys asking for only one thing -a succession of good pic-

tures.

On then to Berlin, where another eonvention produced the same electrie sparks of Paramount enthusiasm. Present with Mr. Hieks, Mr. Lange and Mr. T. X. Jones (both of whom accompanied Mr. Hieks throughout Europe), were German Manager G. P. Vallar, Dr. H. Gordon, Berlin Manager; and Managers W. Tillmans of Dusseldorf and H. Freygang of Frankfort. Euthusiasm for the Paramount product reached its peak here with promises of the terrific business which may be expected from Germany with "The Searlet Empress" and "Cleopatra," both of which are expeeted to be among the greatest grossers in the Paramount history

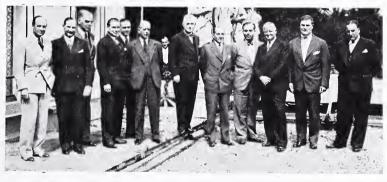
of Germany. Vienna brought the travellers again into touch with Manager A. Liehtsehiendl who then aecompanied them to the Central European Convention in Budapest. One of the several highspots of this meeting is pictured on this page, wherein you will see borne out the great Continental truth that more business is transacted around the festive board in Europe, for that is where men are really themselves and in the mental and physieal mood to absorb real news. As he does of all of his other meetings, Mr. Hieks speaks with great feelings of pride for the manpower assembled at this gathering, knowing that Paramount's destiny in Central



GATHERED OVER THE STOCKHOLM SMORGASBORD At left are Messrs Hicks, Harry Hammar (Helsingfors), Andre Olsen (branch manager in Batavia, Java, vacationing in Sweden), T. X. Jones (Paris administration), Erling Eriksen (Oslo) and Sven Lindquist (Stoekholm). At right are Messrs Fred Lange (Administrateur Delegue), Carl P. York, Paul Sandberg, Paul Flodin, David Nilsson, Alfred Bjorek, (all of Stoekholm).



IN BUDAPEST: This was one of the eulminating points in Mr. Hicks' Central European Convention, held in Budapest, August Mr. Hieks is in the left foreground, next to him is Mr. Fred Lange, and then in succession Messrs. N. G. Palugyay, Bucharest; Louis Foldes, Budapest; Gus J. Schaefer, general manager in charge of Central Europe; Rudolf Jellinek, Prague; M. F. Jordan, Zagreb; and A. Liehtseheindl, Vienna.



WHEN MR. HICKS HELD HIS PARIS CONVENTION

Here are the assembled delegates at the Restaurant Ledoyen on the Champs-Elysees, with Mr. Hicks third from the right. Reading from the eustomary left to right the Paramounteers are: Jack Plunkett, French organization's director of publicity; Andre Ullman, director of Paramount's French Theatres; Albert Drion, assistant to Directeur General Henri Klarsfeld; Frank Farley, Continental representative of the American production department; Rene Lebreton, manager of the Paramount Theatre, Paris; William Horner, director of the French organization's purchasing department; Steve Fitzgibbon, Joinville Studio manager; Ike Blumenthal, in charge of the Joinville Studio; Henri Klarsfeld; Mr. Hicks; Fred. W. Lange, Administrateur Delegue; and Gus J. Schaefer, general manager of Germany and Central Enrope.

Then to Venice and Rome, where the Roman Eagles greeted the Legion's Leader in true Italian fashion, and proved by their accomplishments in winning the contest of the first half of this year, as well as by their current plans, that they are a Paramount power truly to be reekoned with. Managing Director Americo Aboaf and Roma Manager Cav. Arrigo Bocchi told Mr. Hieks Europe is truly safe in the hands some of their plans for the new big he found, as he had in Seandinavia, ever the Trade Mark flies high,

of the men pietured at this meet- pictures, particularly "Cleopatra," and in his brief but highly effective stay in the Faseist Empire he was able to know once again that whereever the Paramount banner flies, there you will find an organization second to none.

From Italy to Paris for a brief stay, thence to Barcelona to see at first hand the highly-geared Matador organization which had so magnificently soared to second place in the early contest of this year. Here

QUOTING MR. HICKS

'Mr. Graham's Bulldog Division will take a tremendous amount of beating."

"The Ścandinavian Division, under Carl York's leadership,

are a top-notch crew."
"Gus Schaefer has the German and Central European situation superbly in hand."

"Americo Aboaf, both on his native hearth and again in New York, tells me the Roman Eagles will triumph again this year."

"The Paris situation was never sweeter. Fred Lange, Henri Klarsfeld, Ike Blumenthal, Steve Fitzgibbon and Frank Farley are doing marvelous jobs."

"You should hear Messeri's Matadors say what they are going to do to the rest of the world in this Contest."

that the Convention delegate had returned with such nerve-tingling news that the local Paramounteers, hearing it, were so anxious for new accomplishments that something of the atmosphere of the arena was everywhere apparent. Chief Matador Messeri had returned with such powerful news concerning "Cleopatra," "Scarlet Empress", the Gardel pictures and many others, that the Matadors not only knew that they could win the second contest, but were supremely anxious to get into the lead right off so that nobody else could unseat them. Mr. Hicks reported his pleasure at meeting the entire staff of Bareelona, including Manager Enrique Aguilar and later on had another pleasure in meeting Madrid Manager L. H. Rubin and his fine

Finally back to Paris, and to a Convention whose delegates are pictured right here at the left. telling of this organization, control-Paramount's destinies in ling France and at the same time making Paris the nerve centre of Continental organization, Mr. Hicks speaks with unmistakable pride. He knows beyond all question of doubt that the men charged with safeguarding Paramount's destiny in Paris have not only the complete faith of Paramount's chief executives in New York, but they also have the faith, goodwill and confidence of the local eivic and business executives.

Sinee Mr. Hicks eould not go to Holland on account of shortage of time, Manager Peereboom made the to Paris for conference with the Legion's Leader. Happily coineiding with this visit was the celebration of Mr. Peereboom's tenth anniversary with Paramount.

And so, after a Paris stay which marked quite easily his pleasantest visit to the French eapital, Paramount's Chief International Plenipotentiary boarded once again the good ship "Manhattan" wearing the smile of satisfaction which would not wear out all the way aeross the Atlantic, but which instead grew broader and more infectious. For it was the smile born of the knowledge of the strength of Paramount's manpower abroad, of the pillar of strength each Paramounteer is in his own locality, and of the many reasons why Paramount, maintaining its present momentum and gaining greater power every day, cannot help but remain Paramount where-

NEWS OF PARAMOUNT INTERNATIONAL THEATRES

FRANK FREEMAN HEADS U. S. PARAMOUNT THEA-TRE OPERATIONS

George Schacfer, vice-president and general manager of Paramount, announces that Frank Freeman has been appointed Vice President and General Manager of Famous Theatres Corporation and Vice President and General Manager of Paramount Theatre Service Corporation in charge of theatre operations.



HANDS ACROSS THE PACIFIC

When Dan Carroll, famed Australian exhibitor was in Hollywood carly in September hc was entertained at a Paramount studio luncheon by Mr. Zukor. The guest and his host are shown above. Other prominent production executives at the luncheon were Messrs Emanuel Cohen, Al Kaufman and Melville A. Shauer.

"Scarlet Empress" Pars.

ONE has to do with the fact that "The Scarlet Empress" had its New York City premiere during September at the Capitol Theatre, the ace release house of Metro product, and owned by the same organization. The first Paramount picture ever to play that theatre.

ANOTHER paragraph nounces that the French premiere of the picture took place at the Paramount Theatre, Biarritz on August 30th, with H.R.H. The Prince of Wales present. Prince started the applause.

POLAND PAYS HOMAGE TO "CLEOPATRA"

One thing that will never lose its sparkle so far as Home Office is concerned is the receipt of cables, letters or telegrams telling of glowing achievements. The following message from District Manager Rudolf Jellinek in Prague, to General Manager Gus J. Schaefer in Berlin, tells of "Cleopatra's" success in Warsaw.

IN SPITE OF YESTERDAY'S HEAT THE PREMIERE OF 'CLEO-PATRA' AT THE STYLOWY THE-ATRE WAS A SUCCESS UNEX-CELLED IN THE PAST TWO YEARS. LENGTHY APPLAUSE OF CAPACITY HOUSE DURING AND AFTER PERFORMANCE, WE RE-



BARCELONA A FOREMOST EXPLOITATION CENTRE

No wonder the Coliseum Theatre in Barcelona is the motion picture pivot of the city, what with such consistency of marvelous exploitation engineered by the staff of that theatre under the personal direction of Matador Director M. J. Messeri. From a large parcel of exploitation evidence recently sent us we select the above six scenes from the book on Marlene Dietrich's "Song of Songs." Both scenes at the left depict a spectacular float which patrolled the streets; the remaining top scenes are day and night shots of the exterior of the theatre; below in centre is a window display and at the lower right is the lobby entrance into the auditorium of the theatre. A grand job of work: and the best of it that this same tireless energy is applied to every picture presented at the Coliseum.

"MURDER AT THE VANITIES" REGISTERS A WARSAW RECORD

Mr. G. J. Schaefer reports from Paris having received the following telegram from Warsaw:

NEUROFFNUNG KINO EUROPA MIT MURDER AT THE VANITIES EIN IN DIESEM THEATER NOCH NIE DAGE-WESENER ERFOLG STOP GANZ WARSCHAU SPRIGHT VON DIESEM FILM STOP HOFFE GROESSTE KASSENEINNAIINEM

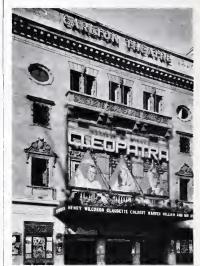
an exact translation of which is: REOPENING KINO EUROPA WARSAW WITH MURDER AT THE VANITIES A SUCCESS WITHOUT PRECEDENT IN THIS THEATRE STOP ALL WARSAW TALKING ABOUT THIS FILM STOP HOPE BIGGEST CASH RECEIPTS.

The signer of the telegram was Mr. Rudolf Jellinek, district manager of the European territory embracing Poland.

PARAMOUNT ENTERTAINED SEVENTY SPANISH PROFESSORS

While they were on a world cruise ecently, seventy professors from the University of Barcelona were the guests of Paramount, attending the famous theatre at the Crossroads of the World for a screening of "Cleo-

When they returned to Spain, Managing Director Messeri wrote his thanks to Mr. Weltner, proclaiming the Home Office action in this matter a splendid piece of Paramount cooperation.



WHERE "CLEOPATRA" CAPTIVATED LONDON

Last month we told the story of how "Cleopatra" was acclaimed by the London picturegoers. Here is an early Sunday morning picture of the theatre where the captivating was done, taken early on Sunday morning because of the density of the crowds at all other times of the



THAT PAGE ELEVEN CABLE COMES TO LIFE

CEIVED TODAY PERSONAL CONGRATULATIONS OF DIPLOMA-TIC CORPS FOR THIS SUPER PICTURE. 'CLEOPATRA' IS CALLED KING OF PICTURES. REGARDS. REGARDS.

Showing, as a result how the radiantly renovated Paramount Theatre in Paris reached forth to attract tens of thousands of picturegoing Parisians to the French dubbed version of Marlene Dietrich's "Scarlet Empress." Here, in these several colorful glimpses, is ample evidence of the fine showmanship atmosphere imparted to the theatre under the direction of Andre Ullmann, director general of Paramount's French Theatres, by Rene Lebreton, director of Le Paramount. The impressive stage show was produced by Jacques Charles.

NOUVELLES PARAMOUNT

Nous publions ce mois-ci le compterendu de la dernière visite que notre leader, M. Hicks, a faite en Europe. Comme vous le savez il a visité tour à tour l'Angleterre, la Scandinavie, l'Allemagne, l'Autriche, la Hongrie, l'Italie, l'Espagne et la France. Dans chacun de ces territoires, il a rencontré la plus magnifique floraison de l'esprit Paramount qu'il a jamais eu la bonne fortune de connaître. Il affirme que, sans le moindre doute, l'organisation Paramount tient la première place dans le commerce mondial.

M. Hicks a également constaté que les trois plus grands films Paramount des temps présents sont "Cleopatra", "The Scarlet Empress" et "Murder at the Vanities". Il a trouvé aussi qu'il y a un énorme intérêt anticipatif pour "Lives of a Bengal Lancer" et la production Cecil B. DeMille, "The Crusader", deux des films que l'on tourne actuellement à Hollywood.

"Cleopatra" a remporté un succès sensationnel pendant sa saison de trois semaines au Théatre Paramount à New-York. Nous avons déjà fait remarquer dans une lettre envoyée à tous nos bureaux que c'est l'équivalent au point de vue "affaire", cette année, de seize semaines au Théatre Criterion.

Nous n'avons pas besoin de nous étendre ici sur le concours du contingentement, le "Quota Race", qui est exposé en détail à la page 3. Voilà un concours si jamais nous en avons vu un! Et il suscite un si vif enthousiasme que nous ne serious même pas disposés à parier un centime sur les concurrents pour la bonne raison qu'ilg a trop de risques de déplacements. Celui qui se trouve au bas de la liste aujourd'hui peut crier victoire demain tout en tête de liste.

M. Zukor, parlant à Hollywood, où il surveille activement toute la production Paramount (voir l'illustration spéciale et l'article sur une autre page), garantit que Paramount cette année aura les meilleurs films de toute l'industrie cinématographique. Nous voyons déjà la prophétie se réaliser dans le fameux film "Cleopatra".

Vous avez toujours souhaité voir Paramount tourner un film d'opéra. Maintenant, retenez votre souffle et ouvrez vos oreilles pour "Enter Madame" qui a comme vedettes Elissa Landi et Cary Grant, avec Richard Bonelli de la Compagnie de grand opéra du Metropolitan.

L'Australie a de nouveau célébré sa Semaine Paramount pendant les premiers jours de septembre, et d'après les avis cablés à New-York, l'événement a remporté un plus grand succès que jamais. C'est pour l'Australie la quatorzième célébration annuelle de ce genre.

Betty Boop et Popeye, les petites caractérisations Paramount, continent à gagner en popularité mondiale. On se les arrache partout en Europe, en Amérique du Sud et en Amérique Centrale. Nous nous attendons qu'avec une exploitation continue et appropriée, ils deviendront les personnages comiquees les mieux connus du monde.

Nous publions ce mois-ci quelques scènes de "Lives of a Bengal Lancer" pour vous montrer que se film apparaît déjà comme un des plus brillants spectacles offerts par Paramount. Nous sommes persuadés que ce film est l'un des plus grands drames romantiques jamais tournés, et qu'il aura un attrait énorme dans toutes les parties du monde.



"EL MATADOR"

You will have to turn back to last month's issue for the story of this peppy house organ. You will then recall that we told with much interest of how our quota contest design had been used by Mr. Messeri to emphasize the second position of the Matador Division.

NOTICIAS DE LA PARAMOUNT

—Publicamos en este número la relación del reciente viaje a Europa de nuestro jefe el señor Hicks, quien, como saben los lectores, estuvo en Inglaterra, los países escandinavos, Alemania, Austria, Hungría, Italia, España y Francia. En todos y cada uno de los lugares visitados por él halló el señor Hicks pruebas notorias del espíritu que anima a los paramountistas, y pudo comprobar, según nos lo manifiesta, que la Paramount ocupa lugar prominente en el comercio universal.

—Advirtió el señor Hicks asímismo que las tres grandes películas de la temporada son "Cleopatra", "Capricho Imperial" ("The Scarlet Empress") y "El Crimen del Vanidades" ("Murder at the Vanities"); y que ha aumentado de manera extraordinaria la expectativa con que se esperan las películas "Vida de un lancero bengalí" ("Lives of a Bengal Lancer") y "Las Cruzadas" ("The Crusades"), dirigida esta última por Cecil B. de Mille. Ambas se hallan en curso de producción en Hollywood.

—"Cleopatra" se exhibió durante tres semanas seguidas, y con notable éxito, en el teatro Paramount de Nueva York. Ya hemos hecho presente, en carta dirigida a todas las oficinas, que desde el punto de vista del negocio esas tres semanas superaron a dieciséis semanas del teatro Critaria.

—No hay para qué hagamos aquí comentario alguno tocante a las cuotas del Concurso que aparecen en la página 3. Pocas veces se ha visto competencia tan reñida. Y el entusiasmo que anima a cada uno de los competidores hace tan dudoso cuál haya de ser el puesto que alcancen en la colocación final, que no nos atreveríamos a apostar ni un centavo a minguno de ellos; pues bien pudiera ser que quien hoy ocupa uno de los últimos puestos gallardease mañana en uno de los primeros.

Desde Hollywood, donde se ocupa en atender a la marcha general de la producción de películas de la Paramount, el señor Zukor (veanse las fotografías y el artículo que acerca de esto publicamos en otro lugar) nos asegura que la de este año será la mejor de toda la industria. Prueba magnífica de tan halagadora predic-

(Continued on Page 12)

NOTIZIE DELLA PARAMOUNT

Noi pubblichiamo questo mese i particolari della nuova visita compiuta in
Europa dal nostro capo, Mr. Hicks.
Come voi sapete, eji si e' successivamente recato in Inghilterra, Scandinavia, Germania, Austria, Uugheria,
Italia, Spagna, Francia ed in ognuno
di questi territorii ha trovato la piu'
impressionante dimostrazione di quello
spirito che ha fatto le grandi, presenti
fortune della Paramount. Egli afferma senza alcun dubbio che l'organizzazione della Paramount domina il
commercio mondiale delle cinematografie.

Mrs. Hicks ha trovato pure che tre fra le piu' grandi pellicole della Paramount, attualmente correnti, sono "Cleopatra", l' "Imperatrice Rossa" e "L'assassinio alle Vanities". Egli ha constatato che fin d'ora e' vivissimo l'interesse per "Lives of a Bengal Lancer" e "Le Crociate" di Cecil B. DeMille, due pellicole che sono ora in produzione a Hollywood.

"Cleopatra" ha avuto una sensazionale stagione di tre settimane, rurante le quali le proiezioni sono state ininterrotte, al teatro Paramount di New York. Abbiamo gia' segnalato in una lettera diretta a tutti gli uffici che dal punto di vista degli affari questa stagione e' stata uguale a piu' di sedici settimane al Teatro Criterion.

Non facciamo qui commenti alla "Gara per la Quota", di cui parliamo a pagina tre. E certo si tratta di una gara assai disputata! Essa ha prodotto un così vivo entusiasmo che non ci e' possibile fare alcuna previsione per la semplice ragione che ogni computo puo' venire facilmente mutato dagli svolgimenti della competizione e colui che si trova oggi in fondo all'elenco puo' gridare domani alla vittoria e trovarsi alla testa della lista.

Mr. Zukor parlando da Hollywood, dove con la sua grande attività' sorveglia tutta la produzione della Paramount, (vedete la fotografie e l'articolo in altra pagina), garantisce che la Paramount avra' quest'anno la migliore produzione dell'intera industria cinematografica. Noi abbiamo gia' visto magnifici frutti della sua profezia in una film quale e' quella di "Cleopatra".

Avete sempre voluto che la Paramount facesse una cinematografia melodrammatica. State ora a sentire e aprite gli occhi per "Enter Madame", che ha per interpreti principali lissa Elissa Landi e Cary Grant con Richard Bonelli della Metropolitan Grand Opera Company.

L'Australia ha nuovamente celebrato la settimana della Paramount durante la prima quindicina di settembre e secondo i rapporti telegrafici ricevuti a New York l'evento e' stato coronato dal piu' grande successo. Questa e' la quattord icesima celebrazione annuale di tale settimana che si e' svolta successivamente in Australia.

Betty Boop e Popeye, i caratteri dei quadri cinematografici della Paramount, continuano a diventare sempre piu' popolari in tutto il mondo. Essi sono poi specialmente ammirati in Europa e nell'America Meridionale e Centrale. Noi reteniamo che con una debita produzione essi diverranno i caratteri piu' noti nel mondo intero.

Pubblichiamo questo mese alcune scene di "Lives of a Bengal Lancer" per mostrarvi che questa cinematografia si delinea gia' come una delle piu' grandi dell'intera storia della Paramount. Confidenzialmente vi diciamo che ci attendiamo che questa pellicola sara' uno dei piu' grandi drammi romantici che siano mai stati prodotti e che essa sara' di appello mondiale.



DIETRICH IN "CAPRICE ESPAGNOLE"

BETTER PICTURES DEMAND BIGGER AND BETTER EXPLOITATION BIGGER AND

INDIA HAS ITS OWN "PARAMOUNT SERVICE"

We have received from Mr. J. A. Groves, who is in India as special representative during the absence of Mr. Charles B. Ballance, copies of the first two issues of "Paramount Service," which is designed to fulfill the same function with the exhibitors of India that the publication of the same name does in Great Britain.

The Indian publication is a fine book of 20 pages, dealing extensively with announcements of forthcoming Paramount Pictures, and also contains much information in connection with exploitation which must be of marked value to exhibitors.

We welcome its appearance and trust that it will have a long and fruitful life.

HERE'S OUR IDEA OF AN EXCELLENT EXPLOITATION **CAMPAIGN**

On behalf of the Wintergarden Theatre in Brisbane, Australia, the following exploitation campaign staged by Manager Ernest Pelling, sold Mae West's "I'm No Angel" completely and successfully to Brisbane picturegoers:



Two weeks in advance announcements were made from three "B" Class Stations, and records of "I'm No Angel" and "That Dallas Man" were played.

Simultaneously, a competition was run from 4BC, leading "B" Class Station. Listeners were asked by letter to tell what they would do to entertain Mae West should they accept her invitation "Come Up and See Me Sometime". Put over four times daily, and through the Test Match ball to ball broadcast. One guinea was offered for first prize, half a guinea for second and half a dozen guest tickets as consolation prizes.

Further, the radio station distributed a colored photo of Mae West (tinsel photos from exchange). Announced a week prior to opening, and caused a riot. Quarter mile queues at radio station, with police called to keep order, and one way traffic had to be resorted to, people being sent back to the next street via an adjacent warehouse.

A teaser campaign of cartoon blocks.

warehouse.

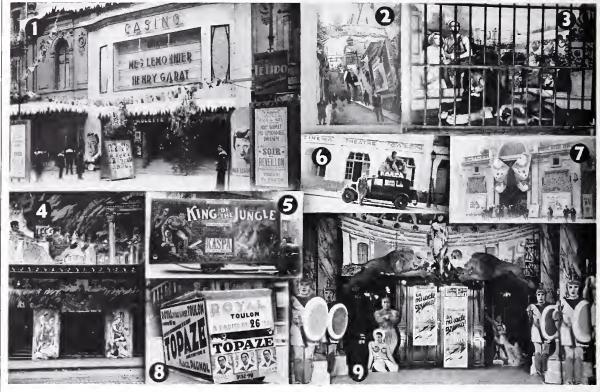
A teaser campaign of cartoon blocks,
Mae West says (from Press Sheet), were
used effectively in newspapers. Commencing with the special Paramount Announcement Advertisements done from this office, display spaces were used. This campaign occupied the week prior to opening.

paign occupied the week prior to opening.

Two life size photos of Mae West, from the exchange, helped window displays on Mae West Hat. Oil Paintings and cutouts of the Star were used for full window displays in music shops, Pictorial section of the daybill making the excellent cutout for this stunt. These were used in other windows as well. Boardings: 24 Sheets, and special signs lighted by floods at night were used.

were used.

Preliminary advertising in Theatre:
Slides, trailer, music on the organ with
appropriate announcement. Special souvenir programme which was carefully
taken home by patrons. Front of House
carried 11 x 14's and 22 x 28's and display boards a week in advance.



STERLING EXAMPLES OF MASTER EXPLOITATION BY MASTER FRENCH SHOWMEN

These photos should convince you just how much the theatre managers of France are sold on exploitation as an aid in attracting patrons to the theatre.

1. The Casino Theatre in Toulon adds a bit of dignity for "Soir Reveillon", a French Paramount production.

2. Reconstruction of a typical Japanese street scene caused quite a stir in Algier which, of course, added patronage to the Nouvel Olympia Theatre's showing of "Madame Butterfly".

3. Capitole Theatre in Marseille amazed its patrons with this lobby stunt for "Sign of the Cross". The lion, we might add, is not real.

4. Rome burns again — but this time as an electrical display atop the Majestic Theatre marquee in Nancy.

5. Mm. Ferber and Hart of L'Eden Theatre in Puteaux paraded this truck through the streets with two 24 sheets mounted on it.

6. Another unique street truck stunt was used by the Cinema Theatre Caton in Tarbes.

Cinema Theatre Caton in Tarbes.

7. A huge butterfly attracted attention to "Madame Butterfly" at Cirque Municipal in Troyes.

8. Street truck used for showing of "Topaze" (French Paramount production) at Royal Theatre in Toulon.

9. The foyer of the Familia Theatre in Niort was a work of art for the showing of "Sign of the Cross". Needless to say it attracted plenty of attention.



"BLUE RIBBON" ACHIEVEMENT

R A Yelland

So notable a piece of salesmanship was the selling of Paramount product to every suburban exhibitor in Perth, Western Australia - a real 100% sales stroke - that the accomplishment was reduced to words on paper and mailed to every exhibitor in the entire state as evidence of the importance of the Paramount product. G. M. Nacard, branch manager in Perth, achieved this accomplishment.

GIGANTIC BROADSIDE

Surely in your hands by now is a tremendous effective publicity and exploitation broadside which has been prepared by the New York domestic advertising department in behalf of "Cleopatra." Scan it thoroughly for you will find in it at least a hundred marvelous hints that you can utilize locally.

NEW PUBLICITY DIRECTOR IN ITALY

We want to take this opportunity of welcoming to the post of Publicity Director of our Italian organization, Mr. Dario Sabatello. We hope to learn more about him as time goes on, but one thing we do know right now is that he has the best pictures in the world for which to direct the publicity.



MEXICO'S PLUG FOR "SIGN OF THE CROSS"

Here is a reproduction in miniature of the overprint used by Mexico on the reverse side of all Paramount envelopes for "The Sign of the Cross." Printing was in red and gold and the imprint was in one spot on an envelope where the



FINE SWEDISH ADVERTISE-MENT

Here's an excellent use of the formation of the Paramount trade mark as used by our Swedish organization for an advertisement in the "Biograf-bladet." The stars shown are, from left to right, Cary Grant, Mae West, Gary Cooper, Claudette Colbert, Marlene Dietrich, Carl Brisson, Sylvia Sydney, George Raft, Shirley Temple and Miriam Hopkins.

ATTENTION! For the particular attention of Spanish Legionnaires, please note that we have available a few thousands of that special American lithograph one-sheet, in several colors, of "The Scarlet Empress." You can exhibitor could not possibly miss it. have all you want at 7 cents each,



ARGENTINE SPIRIT

Taking a tip from a Parintnews John B. Nathan's Gauchos have fashioned this cartoon which in true Paramount fashion illustrates the true ratamount fashion interesting the refriction expects to receive from the new Big Pictures. We rather fancy that this same upsurge is being experienced by other divisions of the Paramount world, for none can deny that that Paramount product is now coming through from the studio in magnificent



The cartoon is reproduced from the July-August issue of "Los Gauchos," that ever-peppy house organ of the Argentina territory.



SPANISH BOOST FOR POPEYE AND BETTY BOOP

September issue of Paramount's Spanish publication, "Nueva Mensajero Paramount," edited in New York, was dedicated to our short feature personalities, Betty Boop

IF WE EVER HAD A HOBBIES COLUMN—

-We would feel inclined to call your attention to the following items concerning hobbies of Paramounteers:

George Weltner is vitally interested in every phase of fishing and has a growing library of literature on the subject.

The editor is assembling a postcard size collection of ship photos from all parts of the world. Who travels by

We'll list your hobby if you want

JELLINEK IS PROUD TO DISTRIBUTE "CLEOPATRA"

Reflected in the story of Mr. Hicks' European survey is the pledge of Paramounteers everywhere throughout Europe that "given good pictures" they'll do the rest — and in no uncertain fashion. Now, in substantiation of that grand pledge, comes a story relayed to us by Mr. Schaefer from Berlin, and it concerns District Manager Rudolf Jellinek's reaction to Cecil B. De Mille's "Cleopatra." Said Mr. Jellinek:

HABE HEUTE CLEOPATRA BE-SICHTICT STOP BIN STOLZ DIESES MEISTERWERK VER-MIETEN ZU KONNEN STOP MIETEN ZU KONNEN STOP MEINES ERACHTENS NACH IST CLEOPATRA DER GROESSTE CLEOPATRA DER GR FILM DER LETZTEN STO VERSPRECHE BESSERE BE-DINGUNGEN WIE SIGN CROSS ZU LIEFERN.

Of course there are some of the Legionnaires whose German is perhaps not all that it would be if they spoke the language perfectly, hence Mr. Schaefer's translation of same, which

HAVE TODAY SEEN 'CLEOPATRA'. AM PROUD TO DISTRIBUTE THIS MASTERPIECE. ACCORDING TO MY OPINION 'CLEOPATRA' IS THE BIGGEST FILM OF THE PAST SEVERAL YEARS. PROMISE TO OBTAIN BETTER RETURNS THAN FOR 'SIGN OF THE CROSS.

And that, my hearties, is no small promise considering the marvelous business that Mr. Jellinek did throughout all of his territories on that memorable picture.



SPEAKING TO B.A. During the making of "El Tango en Broadway," Carlos Gardel was interviewed over the telephone by a Buenos Aires newspaper. Here he is shown actually speaking, while Louis Gasnier, Robert Snody and Alfredo Lepera listen in. Gasnier directed the picture, Snody was production manager, and Lepera was author and scenarist.

PARAMOUNT NIEUWS

Wij publiceeren in deze editie het verslag van het jongste bezoek van den Heer John Hicks, aan verschillende Europeesche kantoren. Engeland, Scandinavie, Duitschland, Oostenrijk, Hongariia Italie, Spanje en Frankrijk en in elk dier landen vond hij blijken van geestdrift voor de Paramount zaak. Het is hem van alle zijden meer dan ooit duidelijk geworden, dat Paramount in het buitenland vooraan staat.

De Heer Hicks is tevens te weten gekomen, dat wij van alle Paramount films, in het buitenland het meeste succes hadden met 'Cleopatra', 'The Scarlet Empress' en 'Murder at the Vanities'. Er bleek buitengewone belangstelling te bestaan in de komende rolprenten: 'Lives of a Bengal Lancer' en in Cecil B. DeMille's productie van 'The Crusades'. Beide films zijn thans in Hollywood in wording.

'Cleopatra' trok gedurende drie achtereenvolgende weken volle zalen in het Paramount Theater, te New York. Wij hebben U reeds in een aan alle buitenlandsche kantoren gerichten brief verteld, dat het financieele succes van die film in het Paramount Theater grooter was, dan 16 weken in het Criterion Theater.

Over het concours willen wij hier niet uitweiden. Wij verwijzen U naar een gedetailleerd overzicht op bladzijde 3. En wat een wedloop om de eereplaats! Het enthousiasme is zoo buitengemeen, dat wij geen cent zouden durven te wedden op een enkele divisie, aangezien het eindresultaat verre van beslist is. De divisie onderaan het staatje zou ons een poets kunnen bakken en tegen eind December bovenaan kunnen prijken.

De Heer Zukor, thans in Hollywood vertoevend, waar de geheele productie afdeeling onder zijn persoonlijk toe-zicht werkt, garandeert ons dat wij dit jaar uitkomen met de beste films van de geheele film industrie. hebben daarvan reeds een voorbeeld gehad met de film Cleopatra. Voor verdere berichten dienaangaand, zie ons speciaal artikel en foto's elders in dit nummer.

U hebt al eens meer gewenscht een door Paramount vervaardigde romantische operette te zien. Die wensch wordt vervuld. Het is een schlager van 't eerste water: Enter Madamel Elissa Landi, Cary Grant en Richard Bonelli van de Metropolitan Opera hebben de hoofdrollen.

Zooals gewoonlijk vierde de Australische Divisie haar 'Paramount Week' in het begin van September. Volgens de ingekomen telegrafische berichten was het succes van deze 14e Paramount Week ongeevenaard.

Paramount's korte films en levende teekeningen (Betty Boop en Popeye) worden steeds meer populair. Deze films zijn vooral zeer gewild in Europa en in Midden- en Zuid-Amerika. Wij vertrouwen dat onze levende teekeningen met krachtige exploitatie, de meest bekende ter wereld mogen wor-

Wij brengen U in dit nummer eenige foto's van scenes uit 'Lives of a Bengal Lancer' om U te laten zien, dat dit een van onze meest imposante films van het seizoen belooft te wor-

GREAT NEWS IN THREE-CHAPTERED CABLE

On September Seventh Mr. Hicks received the following cable from Mr.

Lange in Paris:
OPENING 'SCARLET EMPRESS' UNDER NEW POLICY BIG SUC-CESS IN SPITE OF HEAT AT PRESENT. BRUSSELS REOPENING A REVELATION. CHANGES MADE IN THEATRE WILL PROVE TO BE BIG PAYING PROPOSITION. TENTH ANNIVERSARY AMSTERDAM SPLENDID TRIBUTE TO BOTH PEERE-BOOM AND PARAMOUNT ORGANIZATION.

That cable told three important things. First it told us that the Paramount Theatre in Paris had reopened after a three-week shutdown during which time the house had its first complete redecorating operation since the initial opening about six years ago. The reopening had been effected with the French dubbed version of "Scarlet Empress," and the radical change of policy was brought about by the release of the French version before any public showings had been had of the English version either with or without super-This is to be the policy from now on.

Second chapter of the cable dealt with the reopening of the Coliseum Theatre in Brussels, which also had been shutdown for material structural

And of course the third chapter tells its own splendid story of Dutch national appreciation not only of Mr. Charles Peereboom's work over a period of ten Paramount years, but also of the marvelously fine Paramount organization which he heads.

particular issue. We want to make ing coincidence, we have just rethese two figures the best known ceived a sheaf of evidence concernand Popeye the Sailor. The grow-ing importance of these two figures throughout the world is such that they were treated editorially in this

CARIBBEAN VISITORS

Home Office had the pleasure during September of visits from a couple of the peppiest Paramounteers who ever carried the Paramount trade mark through the Caribbean tropics.

S. E. (Ted) Pierpoint, currently manager of the Panama office, and wearer of Paramount service stripes for duty in Guatemala and several other Central American countries, paid his first visit to the Crossroads of the World and was mightily thrilled thereby. The pleasure was a reciprocated one, since everyone in the Paramount Building was extremely glad to meet Ted and to get from him at first hand a picture of the conditions he constantly encounters.

Second of the Caribbean Paramounteers to drop in on New York City for business conferences with Mr. Hicks and other executives was Manager J. P. Donohue of Porto Rico. He told with marked enthusiasm of the visit of Central American General Manager J. P. Sussman's visit to his territory recently, when he had the pleasure of thrilling Mr. Sussman with a screening of Carlos Gardel's "Cuesta Abajo." New York's pleasure came in thrilling Mr. Donohue with a screening of Gardel's second film, "El Tango en Broadway."

Mr. Pierpoint also saw this film, and to faithfully record his enthusiasm entail turning this entire issue of Paramount International News over to

NOTICIARIO PARAMOUNT

Publicamos em outra parte, como prometemos, as noticias referentes á viagem que fez á Europa o nosso director, Mr. Hicks. Na sua permanencia no velho mundo, Mr. Hicks visitou a Inglaterra, a Escandinavia, a Allemanha, a Austria, a Hungria, a Italia, a Espanha e a França, de cada um desses paises trazendo a melhor das impressõis dos negocios da Paramount. É sua opinião que a organização da Paramount é das mais importantes no comercio mundial.

Mr. Hicks trouxe tambem a certeza de que nesses paizes por onde andou a mais entusiastica expectativa para com producçõis como "Cleopa-tra", "A Imperatriz Galante" e "Segue O Espectaculo". Outrosim, toda a organização européa tem as vistas voltadas para "Lives of a Bengal Lancer" e para a proxima producção de De Mille — "As Cruzadas" — cujos trabalhos prosseguem bastante adeantados em Hollywood.

-"Cleopatra" esteve durante tres semanas no Cine-teatro Paramount de Nova York. Essa exibição, como em carta já dissemos aos senhores agentes, equivale a umas dezeseis semanas no "Criterion", conhecida a diferença de lotação entre as duas casas.

-Muito pouco temos que dizer aqui sobre o nosso concurso internacional e a quota de entradas. Estamos agora no mais aceso do interessante prelio e basta que o leitor volva á pagina 3 desta edição, para que veja, pelas entradas recentes, como sobe o termometro dos mais afoutos lutadores. O mais louvavel, nesta batalha muda, é vermos o esforço que fazem os que estão em baixo para subir. E sobem, sim.

-Falando em carta de Hollywood, onde actualmente se encontra em fiscalização á nova producção (vêde a reportagem especial em outra parte desta edição), disse Mr. Zukor que este ano dispõi a Paramount da melhor colecção de fitas de toda a industria cinematografica. E basta que vejamos "Cleopatra" para notarmos a excelencia do nosso material e darmos toda a razão aos dizeres de nosso pre-

-Sabemos que toda a organização estrangeira tem preferencia pelos filmes cantados, mais ou menos no estilo das operetas. Esperem os que assim pensam pelo filme "Enter Madame", em que vemos a linda Elissa Landi e Cary Grant numa esplendida parelha, e ainda mais Richard Bonelli da Companhia de Opera Metropolitana de Nova York.

-A Australia celebrou novamente a Semana Paramount, observada ali na primeira parte de setembro, de acordo com despachos telegraficos recebidos pela nossa matriz. Esta é a decimaquarta celebração da Semana Para-

mount na Australia.

 De valor indiscutivel são as caricaturas animadas, e as figurinhas da Paramount, Betty Boop e Popeye, continuam a mercer o mais franco aplauso do publico, tanto na Europa como na America do Sul. Em vista disso, pedimos aos srs. gerentes que não percam oportunidade de anunciar as nossas caricaturas animadas.

—Publicamos nesta edição alguns quadros do filme "Lives of a Bengal Lancer", para que se veja a excelencia dessa producção. Temos toda a confiança de que será este um dos mais populares trabalhos Paramount para a presente temporada. Dispondo de um argumento dos melhores até hoje filmados, não será para admirar que a nova producção conquiste os louros que devidamente merece.



Bing Crosby's popularity apace and we suspect from this intimate glimpse of him that he is scanning the globe to find where he has not had a fan letter from. His newest pieture, just completed, is "Here Is My Heart."

PARAMOUNT NACHRICHTEN

In dieser Ausgabe gelangte der Bericht unseres Führers, Mr. Hicks, über seine kürzlich stattgefundene Europareise zum Abdruck. Es dürfte be-kannt sein, dass Mr. Hicks nachein-ander England, Skandinavien, Deutschland, Oesterreich, Ungarn, Italien, und Frankreich bereist hat, und dass er überall von dem warmen Paramount Geist empfangen wurde, der unserer Firma im Auslande ein ganz besonderes Gepräge verliehen hat und für unseren Erfolg ausschlaggebend ist. Mr. Hicks geht sogar weiter indem er sagt, dass die Paramount Auslandsabteilung einzigartig ist und für den Welthandel eine Musterorganisation darstellt.

Ferner bestätigte Mr. Hicks unsere Ausführungen, dass "Kleopatra", "The Scarlet Empress" und "Murder at the Vanities" die drei hervorragendsten Produktionen auf dem Weltmarkt sind, und dass er auf seiner Reise ein ungermein starkes Interesse an den Vorarbeiten und der Herstellung von "Lives of a Bengal Lancer", sowie Cecil de Mille's "The Crusaders", welche sich momentan in Hollywood in Argeit befinden, konstatieren konnte.

"Kleopatra" gestaltete sich, wie ja vorauszusehen war, hier in Amerika zu einem durchschlagenden Erfolg und wurde drei Wochen lang im New Yorker Paramount Theater gezeigt. Wie wir bereits in unserem Rundschreiben an alle Filialen berichteten, gleichen diese drei Wochen vom finanziellen Standpunkt aus gesehen einer 16 wöchigen Aufführung im Criterion

Es erübrigt sich auf die Einzelheiten des Wettbewerbs, welche auf Seite Drei zum Abdruck gelangten, näher einzugehen. Neben diesem Dennen ist ja der 'Fliegende Hamburger' ein Waisenknabe! Für diesen Wettbewerb hat sich in den letzten Wochen ein ganz gewaltiger Enthusiasmus entwickelt, 'und es ist einfach unmöglich zu sagen, wer aus dem Rennen als Sieger hervorgehen wird, denn es kann genau so gut passieren, dass diejeni-gen Filialen, welche heute die Nachhut bilden, morgen die Führung des Wettbewerbes an sich reissen.

Mr. Zukor berichtet aus Hollywood, wo er die Herstellung aller Filme überwacht (siche Fotos und Ausführungen auf einer anderen Seite), dass

to receive as a visitor during September, Mrs. Alice Metain, secretary in Paris to Mr. Ike Blumenthal, administrateur delegue of the Joinville Studio. She liked New York immensely, and particularly the Paramount Spirit encountered in Home Office.

ganze Industrie führt. Ein treffender Beweis für diese Prophezeiung ist "Kleopatra"!

Endlich wird Ihr Traum verwirklicht! Sie alle haben sich doch schon immer nach einer netten, leichten, romantischen Operette gesehnt. Nun ist sie da und heisst "Enter Madame" mit Elissa Landi, Gary Grant und Richard Bonelli von der Metropolitan Grand Opera Company, in den Haupt-

Wie üblich wurde in ganz Australien Anfang September die Paramount Woche begangen, und zwar ist dieses das 14. Jahr der Wiederholung dieser Feier. Laut Drahtnachrichten war der diesjährigen Paramount Woche ein ganz besonders grosser Erfolg beschieden.

Die Popularität der Paramount Zeichenfilme mit Betty Boops und Popeye, ist in der letzten eZit erheblich Beide Figuren erfreuen gestiegen. sich speziell in Europa sowie Zentral-Südamerika ganz besonderer Beliebtheit, und wir gedenken sie in absehbarer Zeit mit Hilfe eines richtig aufgezogenen Reklamefeldzuges, zum ausgesprochenen Liebling aller Welt

In dieser Ausgabe finden Sie diverse Szenen aus "Lives of the Bengal Lancer" um Ihnen zu beweisen, dass wir Ihnen erstens nicht zuviel versprochen haben und zweitens was Sie von dieser Produktion zu erwarten haben. Wir hier in Amerika sind der Ansicht, dass wir mit diesem unerschöpflichen Drama auf der ganzen Welt ungemeines Aufsehen erregen werden.



"ENTER MADAME" Elissa Landi, star of renowned

international popularity, and now under long term contract to Paramount, illustrates here the title of her newest pieture.

FOUR STARS (****) IN A LONDON FAN MAGAZINE

The Picturegoer Weekly, prominent fan magazine of the motion picture fans of England, Scotland and Ireland, gives Marlene Die-trich's "The Searlet Empress" four

WELCOME. Home Office was happy EL NUEVO FILM DE LA DIETRICH SERÁ DE AMBIENTE **ESPAÑOL**

No habrá uno solo de los Legionarios de los países de habla castellana a quien no entusiasme la vista de la fotografía de Marlene Dietrich en la cual aparece la eximia actriz ataviada con uno de los vestidos que lucirá en "Capricho español" ("Caprice Espag-

Según lo indica su nombre, esta nueva película de la Dietrich será de ambiente hispano. ¿Hace falta decir

Parece que no, pero diremos, no ohstante, que en cuanto se empiece a filmar "Capricho español" enviaremos abundantísima información relativa a esta película.

EL SEÑOR HICKS HACE GRANDES ELOGIOS DE LOS MATADORES

Una de las impresiones más gratas que ha traído el señor Hicks de su reciente jira por Europa es la recibida en España al conocer personalmente a muchos de los Matadores que acaudilla el señor M. J. Messeri y poder felicitarlos por el admirable empuje demostrado al colocarse en el segundo puesto del Concurso durante el primer semestre de este año.

Por lo que acerca de sus planes dijeron los Matadores al señor Hicks, hay en todos ellos la seguridad de alcanzar puesto más ventajoso que el segundo durante los últimos seis meses de 1934.

NOTICIAS DE LA PARAMOUNT

(Continued from Page 9)

ción nos la ha dado ya película de la calidad de "Cleopatra".

-Ha sido deseo general que la Paramount llevara a escena una producción musical de género romántico. El deseo se verá cumplido con creces cuando exhiban "Llega la señora" ("Enter Madame"), con Elissa Landi, Cary Grant y Richard Bonelli, de la Metropolitan Grand Opera Company.

-Ha vuelto a celebrarse en Australia la Semana de la Paramount, a principios de septiembre. Al tenor de los cablegramas recibidos en Nueva York, la celebración de este año, que es el décimocuarto en que se verifica, ha resultado más brillante que en nin-

guno de los anteriores.

-Betty Boop y Popeye, los muñequillos principales de los Dibujos Animados de la Paramount, siguen au-mentando su popularidad. Ambos son ya conocidísimos tanto en Europa como en Centro y Sud América. Confiamos en que, gracias a bien encaminados y constantes esfuerzos en la exhibición, el anuncio y la propaganda, Betty y Popeye llegarán a ser los muñequillos más populares del mundo.

-Publicamos en este número fotografías de algunas de las escenas de "Vida de un lancero bengali" ("Lives of a Bengal Lancer"), por las cuales se verá que esta película aparece ya como uno de los mayores espectáculos del brillante programa de la Paramount. No dudamos que sobresalga cuantos dramas entre románticos hemos llevado a la pantalla, ni que rungen auf einer anderen Seite), dass Paramount, soweit es sich um Quali-tätsfilme handelt, in diesem Jahre die

(4) stars in their critical opinion. It is the only picture reviewed to receive so high a rating.

sea película cuya excepcional atracción la recomiende a la aprobación uni-versal.

Paramount ternational

Vol. 1. No. 17

PRICE: Your Conception of Paramount's Good Will



ELISSA LANDI

This beautiful star, with a most pronounced appeal to overseas audiences, is now a member of Paramount's stellar coterie, and it is our advice that a number of most ambitious plans are being made for her. She is to be starred in pictures which must inevitably be received with applause overseas, pictures with abundant music and points of view readily understandable to our audiences—and for these reasons in particular it is a matter of the utmost necessity that we utilize every publicity channel at our disposal in order to make everybody Elissa Landi-conscious.

When you first glimpse the excellence of "Enter Madame," with its abundant arias and its lilting librettos you will have good cause to understand our enthusiasm for the Paramount plans embracing Miss Landi.

NEXT MONTH'S ISSUE

This month we are editorially suffering from the strangest complaint in our career—too much copy. Plenty has had to be left over for next month, so if you don't see in this issue something you sent us for publication, it will be in next month.

HAPPY MARRIAGE NOTE

We are mighty pleased to announce the marriage of Miss Patricia Goodman of South Africa to Mr. Jerome P. Sussman, of Central America. The happy event took place in New York on October 21st. A week later, Mr. and Mrs. Sussman departed for Pana-

PEEREBOOM'S PARAMOUNTEERS ADVANCE SENSATIONALLY: HUNGARY ANOTHER MOVING FORCE. FINLAND ALSO SURGES.



Charles Peereboom

Thunderation! Have there been advances this past month! We feel safe in assuring the entire International Legion that never in any contest ever conducted have there been such terrific surges forward as those which have been registered by Holland, Hungary and Finland in this issue.

> Holland—from Twenty-second to Fourth! Hungary from Twenty-third to Sixteenth! Finland from Thirty-first to Twenty-first!

There's nothing in the world can stop such irresistibility, unless it be some new force already in the process of being unleashed as this issue of our magazine roars through the presses.

PARAMOUNT'S THREE BROADWAY HITS

As we go to press Paramount is brightening Broadway with the simultaneous release of three major hits. "The Pursuit of Happiness" is at the Radio City Music Hall, "Mrs. Wiggs of the Cabbage Third, and Argentina has Patch" (beloved picture) is at the Paramount for a long rnn, and "The Lemon Drop Kid" is at the Rialto. All three going great guns!



SPAIN'S CONVENTION. Last month we told you briefly of the pepacious convention Chief Matador Messeri held in Barcelona following his return from America. Here, by means of pony post via Siberia, is a picture of the gastronomical side of that gathering. Mr. Messeri is in the back row, fifth from the left, and on his left is as much pyrotechnics can be genma, where they will make their home. General Foreign Representative Fred W. Lange. A great gang!

= As a matter of fact, we kind of sense that there is, seeing that India has swept upwards from Sixth to gone onward from Tenth to Seventh.

Of course the fact that Germany is First among the countries this month after being Third last month speaks for itself up there on the column's pinnacle, but even that should not be protection against the other lands, such as Yugo-Slavia, which has advanced from Twenty-fourth to Nineteenth.

The Divisions

This month we devoted the first part of our report to the Countries for, being more of them, advances such as those made by the territories we gave headline space to are all the more spectacular. But, be that as it may, we find that just

(Continued on Page 2)

Paramount International News

Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry. Edited by Albert Deane.

Vol. I November, 1934 No. 17

MR. HICKS AND MR. LUBITSCH

One of the more important interviews of the month took place on October 17th in the New York office of Mr. Hicks. The other side of the interview was Mr. Ernst Lubitsch and the duration of the talk was on the sunny side of an hour and a half.

You all know that Mr. Lubitsch has at least two more pictures to make for Paramount, but even more significant than this was the personal assertion of the great Continental star that he definitely considers himself a member of the Paramount family.

IN MEMORIAM

E. E. Shauer.....Nov. 16, 1933

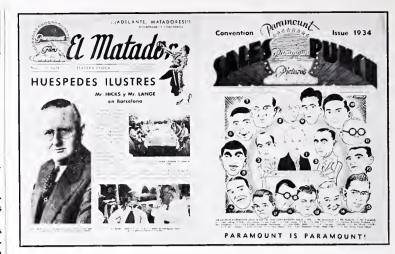
What you probably do not all know at the moment is that it is reasonably sure that Mr. Lubitsch will direct the Marlene Dietrich picture to follow the production which is now labelled by Mr. Von Sternberg simply as "Production No. 1026."

Good news, eh what?

HOLLAND! (Cont. from Page 1) erated by the moves and countermoves which the month's results have produced for the divisions.

The Peereboom achievement is still a headliner, since this Division has scaled upwards from 12th to 3rd. The great forward movement of Finland has helped advance York's Vikings from 16th to 14th. However, the Hungary boost has not budged the (Central Europe) Schaefer Division from its 11th of last month, but the Ballance 3rd of last month has placed India in the 2nd bracket this month.

And so there you are! But not for long, because every instant sees changes, every minute sees advances, every hour sees greater progress, and every day is just one day nearer to that great goal which we know every last one of you has set himself.



HOUSE ORGANS THAT POSITIVELY SIZZLE

Here are two of them. (Our compliment to the continued excellence of 'La Paramount Française' is on another page). That at the left is one issue of a publication which is writing in indelible ink the graphic story of the unending enthusiasm of Mr. Messer's Matador Division, with particular emphasis in this instance on the convention which Mr. Hicks attended in Barcelona. Two pictures of it are shown on the magazine's cover. Then there is Paramount Sales Punch, the house organ of Australia's redoubtable Blue Ribbon Bunch, in this case mirroring the great convention which is reported with enthusiasm elsewhere. Those numbered on the cover are: (1) Managing Director John E. Kennebeck, (2) Secretary-Treasurer James A. Sixsmith, (3) General Sales Manager William Hurworth, (4) Noel Gehrig, (5) George Nacard, (6) Fred Gawler, (7) Stanley H. Craig, (8) Gordon Brookes, (9) Bob Henderson, (10) Claude Henderson, (11) Bert Kelly, (12) Cecil Abotomey, (13) Bill Blood, (14) James A. Thornley, (15) Otto Doepel, (16) Hermann E. Flynm and (17) Len Jones.

We are extremely proud of our several pep-filled house organs.

Spectacle, Thrills, Glorious Adventure in "Lives of a Bengal Lancer"



Noticias de la Paramount

—La película "Llega la señora" ("Enter Madame"), euyo primer papel femenino toea a Elissa Landi, será verdadero regalo para los amantes de la música y del buen espectáculo einematográfico. La Landi aparece como caprichosa cantante de ópera, y triunfa rotundamente tanto por su voz cuanto por su interpretación dramática.

—Recomendamos a la atención del lector la información gráfica del banquete ofrecido a don Emanuel Cohen en Los Angeles, el 12 de oetubre. Fuć tal fiesta prueba elocuentísima de las mereeidas simpatías de que goza el señor Cohen en los Estudios de la Paramount en Hollywood.

—Nos hallamos en la época de los congresos de la Paramount. El mes pasado hablábamos de los que se celebraron en varios países de Europa con asistencia del señor Hicks. Nos toea en éste dar noticia de los eelebrados en España y en Australia. Todos cllos son evidente muestra de los progresos de la Paramount.

—Informaciones recibidas de Hollywood acerca de la película "Vida de un laneero bengalí" ("Lives of A Bengal Lancer"), la cual está ya terminada, permiten asegurar que cuanto dijimos queda plenamente justificado. En otras palabras: ¡es un film grandioso!

—"Caprieho español" ("Capriee Espagnol"), la próxima produceión de la Dietrieh, lleva ya tres semanas de filmación. Una de las prineipales noticias acerca de esta película es que Marlene cantará en ella tres canciones en inglés, cuya letra nos proponemos publicar en esta edición. Merece asímismo mencionarse la eircunstancia de que ésta será la última producción de la Dietrich dirigida por Josef von Sternberg.

—El insigne director Ernst Lubitsch estuvo en días pasados en esta Oficina Central, donde habló largamente con el señor Hieks respecto a las dos películas que llevará pronto a la pantalla.

—Llegan de Hollywood noticias muy halagadoras respecto a "Los Jinetes del Rey" ("All the King's Horses"), opereta cinematográfica cuyos principales intérpretes serán Carl Brisson y Kitty Carlisle.

La lista de los teatros de la Paramount ha reeibido importantísimo aumento con el estreno del nuevo Paramount, inaugurado en Liverpool el 15 de octubre, eon asistencia del señor J. C. Graham y de otros altos empleados de Londres.

—"El Derecho a la Felicidad" ("The Pursuit of Happiness") alcanzó éxito brillantísimo en el Radio City Music Hall, donde se presentó haee una semana. El actor principal de esta hermosa película es Francis Lederer. En el reparto se hallan Joan Bennett, Charles Ruggles y Mary Boland.

—No podemos excusarnos de mencionar el ealidoseópico cambio que revelan las posiciones últimamente aleanzadas por los diferentes competidores en el Concurso. Es obvio que toda prediceión acerea del resultado final sería aventuradísima, euando no fuera imposible. Vease, por ejemplo, a Holanda, que del puesto vigésimosegundo que ocupaba antes ha avanzado al euarto, debido al enorme incremento de septiembre.

NEUES VON DER PARAMOUNT

Eine angenehme Ueberraschung steht Ihnen in Form von Elissa Landi's neuestem Paramount Film "Enter Madame" bevor, in dem Miss Landi die Rolle einer temperamentvollen Opernsängerin innehat. Der Film ist von Anfang bis zu Ende ein Gewebe netter Melodien, und gibt der beliebten Künstlerin ausreichend Gelegenheit, nicht nur alle Register als Schauspielerin, sondern auch als Sängerin zu ziehen.

Ganz besonders möchten wir auf die Aufnahmen von Emanuel Cohen hinweisen, die anlässlich eines ihm zu Ehren am 12. Oktober in Los Angeles gegebenen Banketts gemacht wurden, und auf einer anderen Seite dieser Ausgabe zum Abdruck gelangten. Das Hollywood Atelier versteht es, scine Pioniere zu feiern!

Wir befinden uns in einer Zeit grosser Paramount Konferenzen, die lauter als Worte für den Fortschritt und für die Zukunft unserer Firma sprechen. Im vorigen Monat beriehteten wir eingehend über die curopäischen Konferenzen, an denen Mr. Hicks teilnahm, und heute können wir Ihnen von dem durchschlagenden Erfolg der australischen und der spanischen Konferenz erzählen, weleher beweist, dass Paramount uncrmüdlich vorwärts schreitet, neuen grösseren Erfolgen entgegen.

Aus Hollywood wird uns berichtet. dass die Verfilmung von "Lives of a Bengal Lancer" beendet ist, und dass dieses Filmepos nicht nur alle Prophezeiungen gerechtfertigt hat, sondern noch prächtiger ist. Es ist mit einem Worte ein Film, wie sieh ihn die Auslandsabteilung nicht besser wünsehen kann

Schon seit drei Woehen arbeitet Marlene Dietrieh an ihrem neuen Paramount Film "Caprice Espagnol." Wussten Sie übrigens, dass die charmante deutsehe Künstlerin in diesem Film drei Chansons singt, deren englischer Text auf einer anderen Seite dieser Ausgabe crseheint? Sicherlich erinnern Sie sich, dass sieh Marlene mit ihren Liedern in "Marokko" viele neue Freunde eroberte. Von den neuen Schlagern können wir nur sagen, dass sie noeh viel einschmeichelnder sind. Es handelt sieh also um einen vielverspreehenden Dietricht Film. Dieses ist, nebenber bemerkt, der letzte Film, den Miss Dietrich unter der Regie von Josef von Sternberg inszeniert.

Die New Yorker Zentrale hatte in der vorigen Woehe einen interessanten Gast. Es war niemand anderes als Ernst Lubitsch, der Mr. Hieks einen Besuch abstattete, und sieh mit ihm eingehend über seine nächsten beiden Paramount Filme unterhielt.

Aus dem Atelier wird berichtet, dass der neue Carl Brisson Film "All The King's Horses," mit Kitty Carlisle als Gegenspielerin, gutc Fortschritte macht. An entzückenden Melodien wird es in diesem Operettenfilm gewiss nieht fehlen.

Paramount's weitverzweigter Theaterring erhielt am 15. Oktober mit der in Liverpool stattgefundenen Eröffnung eines Paramount Theaters, ein neues Glied. Mr. J. C. Graham und viele andere Londoner Paramount Persönlichkeiten waren bei der Eröffnungsfeier zugegen, die eingehend auf einer anderen Seite besprochen wird.

Paramount's Filmromanze "The Pursuit of Happiness," die in der vergangenen Woche ihre New Yorker Premiere im prunkvollen Radio City

(Continued on Page 12)

WHERE YOU WERE AND WHERE YOU ARE

In a special patented device, covered by letters patent in all countries and copyrighted for translation into all languages (including the Scandinavian), we have invented the "Ups and Downs" Ladder shown below in order that you might know at a glance (glad glances for the Ups and sad glances for the Downs) just how you have fared in the month which has just passed. In the possible event of a tie you will note that we have made the steps wide enough for two to stand abreast, and in the possible emergency of all Divisions and Countries finishing in first place (as they all seem to think they will), we can have our inventions department make a special ladder to take care of the situation.

THE CONTEST LADDER

LAST MONTH	DIVISIONS	THIS MONTE
1	SCHAEFER (Germany)	1
3	BALLANCE	2
12	PEEREBOOM	3
4	NATHAN	4
5	PRATCHETT	5
6	GRAHAM	6
2	VILLAR	7
7	DAY	8
9	KENNEBECK	9
8	SUSSMAN	10
11	SCHAEFER (Cent. Eup.)	11
10	COCHRANE	12
13	KLARSFELD	13
16	YORK	14
15	ABOAF	15
14	MESSERI	16
3	COUNTRIES	
1	GERMANY	1
6	URUGUAY	2
22	INDIA	3
	HOLLAND	4
2	PHILIPPINES	5
5	PERU	6
10	ARGENTINA	7
4	PANAMA	8
8	CUBA	9
9	GREAT BRITAIN	10
11	BRAZIL	11
7	CHILE	12
13	AUSTRALASIA	13
15	MEXICO	14
12	COLOMBIA	15
23	HUNGARY	16
14	D E N M A R K	17
16	PO L A N D	18
24	Y U G O - S L A V I A	19
21	ROUMANIA	20
31	FINLAND	21
18	GUATEMALA	22
20	AUSTRIA	23
19	CHINA	24
17	PORTO RICO	25
25	FRANCE	26
26	JAPAN	27
28	NORWAY	28
29	ITALY	29
27	SPAIN	30
30	LATVIA	31
32	SWEDEN	32

\$500 | \$300 | \$200

NOTIZIE DELLA **PARAMOUNT**

Godrete di un magnifico trattenimento lirico, quando vedrete la nuovissima cinematografia della Para-mount "Entrate Signora" (Enter Madame), della quale é protagonista Elissa Landi, che interpreta il ruolo della diva d'opera, facilmente eccita-bile. La pellicola é musicale, praticamente dal principio alla fine e la stella riporta un magnifico trionfo personale, sia come cantante che come attrice.

Richiamiamo ora la vostra attenzione sulla documentazione fotografica, in un'altra pagina, della stima nella quale Emanuel Cohen é tenuto dall'intero Studio di Hollywood. Queste fotografie mostrano il banchetto dato in onore di Mr. Cohen la sera del 12 ottobre a Los Angeles e sono una splendida riprova delle cause della impressionante continuitá delle grandi cinematografie della Paramount.

Frattanto le meravigliose convenzioni della Paramount si vanno succedendo e questo fatto prova lo splendido sviluppo della nostra organizzazione. Il mese scorso abbiamo detto delle varie convenzioni alle quali Mr. Hicks ha assistito, mentre si trovava in Europa. Questo mese parliamo delle convenzioni nella Spagna e in Australia. La Paramount é piú dominante che mai.

Informazioni da Hollywood, dove la cinematografia "Le Vite di un Lancere del Bengala" (The Lives of a Bengal Lancer) sta per essere completata, ci fanno sapere che la pellicola ha piú che giustificato le meravigliose previsioni. In altre parole, é

una pellicola colossale.

Quasi tre settimane di lavoro sono state completate per la nuovissima pellicola di Marlene Dietrich, intito-lata "Capriccio Spagnuolo" (Caprice Espagnol). Una delle principali caratteristiche di questa pellicola é costituita dal fatto che l'affascinante Marlene Dietrich canterá tre canzoni, le cui parole noi contiamo di pubblicare altrove in questo numero. Probabilmente la maggior parte di voi ricorderá le famose canzoni cantate da Marlene Dietrich in "Morocco." Ebbene queste saranno anche migliori. Pure interessante é il fatto che questa é l'ultima cinematografia della Dietrich che sará diretta da Joseph von Sternberg.

Una assai interessante visita negli uffici nazionali é stata compiuta pochi giorni or sono da Ernst Lubitsch, che é stato ricevuto da Mr. Hicks ed ha discusso con lui alcuni dettagli delle due nuove cinematografie della Paramount che il valoroso Ernst dirigerá entro l'anno prossimo.

Eccellenti rapporti si hanno dallo Studio sui pregi di "Tutti i cavalli del Re" (All the King's Horses), che é la prossima cinematografia, nella quale Carl Brisson assumerá il ruolo principale con Kitty Carlisle come prima attrice. Questa cinematografia é una vera operetta con abbondante

La serie dei Teatri Paramount in tutto il mondo si é accresciuta la sera del 15 ottobre, quando il nuovo e magnifico Teatro Paramount é stato inaugurato a Liverpool, Inghilterra. Mr. J. C. Graham ed altri capi della Paramount, colá andati da Londra, hanno presenziato alla cerimonia, di cui parliamo lungamente in un'altra

La cinematografia a soggetto ro-mantico della Paramount "The Pur-

(Continued on Page 12)



DELEGATES TO PARAMOUNT'S AUSTRALIAN 1934 CONVENTION, **SEPTEMBER 11, 1934:**

From left to right: Sitting: C. Abotomey, Branch Manager, Adelaide: G. Nacard Branch Manager, Perth; F. Gawler, District Manager, N. S. W. and Queensland; James A. Sixsmith, Secretary-Treasurer; John E. Kennebeck, Managing Director; William Hurworth, General Sales Manager; C. E. Henderson, District Manager, Victoria, South Australia, West Australia, Tasmania: S. H. Craig, General Manager, New Zealand; H. A. Kelly, Branch Manager, Melbourne; Gordon Brookes, Branch Manager, Brisbane; Reg. Kelly, Manager of Publicity. Second Row: W. Peck, W. Hurworth Jr., Otto G. Doepel, C. Donaghey, Accountant N. S. W. Hermann E. Flynn, Advertising Manager: Frank V. Kennebeck, (Capitol Theatre,

Melbourne); R. E. Henderson, Launceston; W. Blood, M. Foster, A. W. L. Naylor, C. Hale, J. Taylor, J. Edwards, S. O. Herbert, H. Hill, L. Poliness, (Melbourne); H. Varcoe (Brisbane); N. Gehrig; F. Thompson; B. Abotomey; N. Ackland; Robert S. White.

Back Row: Max Lovett, T. Hurney, R. Winch, F. Deane, L. V. Jones (Ad Sales Manager, Head Office) R. Felton, G. Lawrence, J. Flannery, M. Stanley, J. Sabine, W. Bignell, J. J. Ralph, R. Logan (Head Office Accountant); H. Haydon, H. Pike, J. Fleming, W. Hanson, V. Butler, H. Quincey, C. E. Gatward.

AUSTRALIA'S CONVENTION GREATEST IN DIVISION'S HISTORY

The high-spots of the early-September Australian Convention are mostly contained in that Division's report on the affair, printed elsewhere on this page. However, in addition to these details we have to report that there was a wealth of displayed material in the convention hall, an announcement book of product which was the finest book of its kind ever produced in the country, a special Paramount section in one of the country's two major film trade papers, a particularly fine and practical date-book and diary for exhibitors, and many other features which contributed to an enthusing and enthusiastic gathering.

goes to the inspiring leadership of Managing Director John E. Kennebeck, but knowing him as we do, we know that he is insistent that all credit go to his chief executive aides in the matter—William Hurworth, James A. Sixsmith, Fred Gawler, Claude E. Henderson and the nation's newspapers.

Credit for the whole function Stanley H. Craig—and to those inees to the inspiring leadership of defatigable publicists, Hermann E. Flynn, Reg. Kelly and Bob White, one of the most mentionable of their stunts being the preparation of a type-set newspaper story of Paramount's policy and product for simultaneous release to all of

(Special Correspondence from Sydney)

Paramount enthusiasm ran riot at the 14th Annual Sales Convention of the Blue Ribbon Bunch held in the Head Office, Sydney on September 11, 12 and 13 and dedicated to Mr. Zukor and Mr. Hicks. It was unquestionably the greatest Convention in the history of the company. It was indeed a tribute to the new leadership of Mr. John E. Kennebeck, who was presiding at his first Convention, and a mark of respect was paid to our old leader, Mr. Hicks, when Mr. Kennebeck formally announced that the gathering was dedicated in Mr. Hicks' honour.

After three days of serious business, through which ran a spirit of optimism and enthusiasm never before experienced, the twenty-five interstate delegates returned to their respective territories overpoweringly conscious of one thing . . the pride of being a Paramount man.

Mr. Kennebeck's message was one of inspiration and his announcement of our 1935 Product a dramatic thrill. Most of the visitors arrived in Sydney on Monday, September 10. The Convention was opened promptly at 9:15 the next morning at the Little Paramount Theatre which was specially decorated for the occasion.

After addresses by General Manager W. Hurworth and Secretary-Treas-urer James A. Sixsmith, the gather-ing heard Mr. Kennebeck's announcement of the coming Product. He gave the Delegates assembled, a clean-cut story which was greeted with cheers and thunderous applause. It was an announcement that all had been anxiously awaiting.

The second day was occupied by an address by Mr. Hurworth on a general review of the Product, whilst Mr. Kennebeck spoke on organization. In the afternoon, several speakers took the stand among whom were: S. H. Craig, General Manager for New Zealand; Hermann E. Flynn, Advertising Manager; Reg. Kelly, Publicity Manager; R. S. White, Exploitation Manager; L. V. Jones, Ad Sales Manager; Frank V. Kennebeck, Capitol Theatre; S. O. Herbert. Film Service Dept. and Charles Gat-ward, Manager of Traffic and Customs.

The Convention Banquet was held that evening at the Australia Hotel and it was voted by all as the best on record. Toasts were tendered to Messrs. Zukor, Hicks, and Cohen, whilst Reg. Kelly, as Master of Ceremonies, put over a grand floor show.

Thursday was occupied with individual meetings. Messrs Kennebeck and Hurworth outlined the Sales Policy to the Branch Managers and

Salesmen, whilst Len Jones conducted a separate meeting with the Ad Sales Managers.

On Thursday evening when most of the boys returned to their offices, they left carrying with them enthusiasm for our new Product and Paramount in general that knew no hounds

It certainly was a great Conven-

AUSTRALIAN NOTES

George Nacard, Branch Manager at Perth for the past four years has been promoted to the position of Sydney Branch Manager, under the supervision of District Manager F. G. Gawler, according to an announcement by Managing Director John E. Kennebeck at the Blue Ribbon Bunch 1934 Sales Convention held in Sydney recently. Salesman Morris Foster, attached to the Melbourne Branch, has been appointed to the position of Manager at Perth. Nacard has a long record with the company, joining the Head Office Despatch Department over twelve years ago. From there, outstanding sales ability, loyalty and hard work saw him advance to the positions of Salesman, to Branch Manager first at Launceston, then to Perth and now to his present position. Foster, too, has a great record as Salesman in Queensland and Victoria. Both appointments proved popular with both Paramounteers and exhibitors alike.

James L. Thornley, General Manager of Paramount's Capitol Theatre in Melbourne was in Sydney for the Annual Sales Convention but on the opening day was forced to retire suffering from an attack of bronchitis. He was removed from his hotel to a private hospital, but re-covered sufficiently in a few days to enable him to return home.

General Sales Manager William Hurworth is at present in New Zealand on a general sales survey in company with S. H. Craig, General Manager for New Zealand.

In reply to Mr. Hurworth's general campaign for 100 percent distribution on the Cecil B. DeMille production "The Sign of the Cross," Paul Verdayne, Manager of Singapore, writes that he has sold the picture in this territory 100 percent. George Nacard (from Perth) has also

(Continued on Page 12)

KNOW YOUR PRODUCT!

Entire Studio Pays Tribute To Emanuel Cohen At Banquet

(Reprinted from "Paramount Sales News," Oct. 17, 1934.)

In a spontaneous tribute of admiration, loyalty and appreciation, nearly 500 members of the Paramount Studio, ranging from the most illustrious stars and directors to the "gang from the back lot," gave a testimonial dinner at the Hollywood Ambassador Hotel last Friday evening to Mr. Emanuel Cohen to commemorate his third year as Vice President in Charge of Production.

From the early hours of the night until the early hours of the morning, ties for us. My option has been taken producers, directors, writers, stars, eameramen, and Studio employees from all departments rose and paid homage to the man who, in three short years, has succeeded in building up in the Studio the same kind of a morale which has made men risk their lives in the Antipodes and daily faee the horrors of wars, flames, earthquakes and disasters to get a scoop for Paramount News.

"I have a wife and home and I love both of them" said Director Alexander Hall in one of the typical tributes paid Mr. Cohen at the ban-quet. "I got them because of this man. He made both possible. He's doing it for many others. He doesn't go on the outside looking for people but gets them from the inside and, if that isn't what you call loyalty, I'm just plain nuts.

"None of us are geniuses but this policy of Mr. Cohen's, of which Paramount is made up, is one which makes us go out and work for him body and soul because he has made opportuni-

up and I don't have to do this, you know. But I really mean it.'

DeMille Introduces Guest of Honor

Ceeil B. DeMille left his hospital bed, came to the dinner to make the introductory speech and, after the banquet was over, went back to the hospital. In his speech, after tracing access to the books." the history of Paramount from its earliest days, he spoke of how Mr. Cohen took charge of the Studio in its darkest hours and brought it back to its former greatness.

"I have seen this man raise our giant," said Mr. DeMille, "until, like a Phoenix rising from ashes, it has elevated itself into a position of the leading institution in the industry again. These are not the phrases of oratory; I am speaking from figures. I saw this man change figures that were all red to figures that are now all black. I saw him build, step by step, the foundation of this great organization that sits here tonight.

"He could not have done all this

SHE SURE DOES!

"I have never, in all my experience in show business' said Mae West at the Emannel Cohen testimonial ban-quet, "met a man more nnderstanding, more hnman, more sincere than Mr. Cohen. It takes these qualities to make a fine man, a real man, a great man—and I think I know a little about men."

without your magnificent loyalty which made him feel that he had a great army behind him. And I feel that he has convinced all of you that he is a great leader. I know that he has convineed those of us who have

In replying to the culogies, Mr. Cohen expressed his great appreciation of the tribute paid to him by the personnel of the Studio. He deplored the fact that the general public eould not know the actual craftsmen in Hollywood as he had found them —"a serious minded group, truly intent upon the effort of creating entertainment that will satisfy the public. To completely divorce party life and polities from Studio affairs had been his constant aim, he declared.

No Politics in Studio

"I do hope it ean be said by you all, from your own intimate knowledge and experience," said Mr. Cohen,



LOVELY, HUH?

Until now we have shown you all too little of Ida Lupino, Paramount's young player from London who is being groomed for what we believe to be eertain stardom. She gives a fine, well-turned performance in her new-est picture, "Ready for Love," which you should be seeing very soon.

"that there exists today no internal polities in the Paramount Studio, and that its sole effort is to make the best possible pietures at the lowest possible eost."

Mr. Cohen traced some of the trying times which the Studio had gone through during the past three years and deelared that whatever progress had been made he owed to the personnel. In speaking of this great progress, he stressed his keen delight at the development of the men from within the ranks.

"One of the greatest personal pleasures I have had," said Mr. Cohen, "is in watching the development of some men right from the ranks of the studio—Al Hall, Mitch Leisen and Henry Hathaway—Billy Kaplan, Chedia Parten Artis Leadway and Charlie Barton, Artie Jaeobson and others who are now being groomed in all departments. Not only are we trying to build up the so-ealled front office, but also are reaching down into the back lot to give these employees an opportunity to advance so that we can build within ourselves. One gets a real kiek out of affording to men who have proved their loyalty and merit through many years of

(Continued on Page 12)



Snapped at the Banquet: 1. Left to Right (seated) Henry Wilcoxon, Queenie Smith, Mr. Cohen, Katherine DeMille, Mary Boland. (standing) J. P. McEvoy, W. C. Fields, Cary Grant, Carl Brisson. 2. Toby Wing and Sir Guy Standing. 3. Cecil B. DeMille. 4. Gertrude Michael, Al Kantman, Lyda Roberti and Lanny Ross. 5. Elissa Landi, Lanny Ross and Sharon Lynne. 6. (seated) Mr. Cohen, Mae West and Gary Cooper. (standing) Wesley Ruggles, Carl Brisson and W. C. Fields. 7. Jack Oakie, his "Ma" tremendous changes of reorganization were taking place, and while and Mary Brian. 8. Sylvia Sidney, Mitchell Leisen, Carmelita Parma and Eddie Anderson.

(Continued on Page 12)

PARAMOUNT PERSONAL ITEMS FROM



INVITATION DEFERRED

Mae West's famous invitational line doesn't stand good when she's as pictured above—because then, you know, she's busily engaged working on the script of her new picture. In this case the picture is "Now I'm a Lady." Sure she is: look again.

MARVELOUS TRIBUTE TO PARAMOUNT'S DUBBING

It has long been knowledge to our executives in New York that the quality of dubbing (voice synchronization in foreign languages) produced by our studio in Joinville, Paris, has been unmatched anywhere else in the world. But for an internationally-famed publication, not devoted to the pic-ture business, to come forth and publicly proclaim this fact is a tribute of another radiance. Therefore it is our select pleasure to quote you herewith an excerpt from the Paris Letter in the Oct. 6th issue of "The New Yorker":

"The Continental premiere of Mar-lene Dietrich's THE SCARLET EMPRESS has just been held here, in French and with impressive press pomp, at the Paramount . . . ever, in the non-California part of the production there was one ar-

RESPUESTA ES: "NO NOS DESILUSION-ASTEIS"

Rogamos a los Matadores españoles que fijen la mirada en las páginas 48 y 49 del último número de EL MATADOR y lean una vez más el artículo, "Los éxitos de EL MATA-DOR."

Sabed, for lo que a nosotros atañe, que hemos leído ese número de cabo a rabo y con placer os decimos que no nos desilusionasteis al dar cuenta de las gestiones del señor M. J Messeri en las sesiones de la Concención de 1934.

l'uestro jefe se llevó consigo, no hay duda, el espíritu que ammó aquella asamblea y logró transmitiroslo a vosotros con espléndidos resultados.

Así se trasluce, por lo menos, ojeando las páginas del número de EL MATADOR a que nos referimos, y así quisimos manifestaroslo en forma inequívoca y exclusiva en nuestro suelto.

tistic triumph—the French dubbing of the German Dietrich's American voice by a Mademoiselle Mary Francey. To the last breathy, slow, deep syllable, to the fractional accord between lip and ear, Mademoiselle Francey gave a ventriloquistic versimilitude that was mechanically magical. Outside of that, no one seems to know any thing about her except that she also dubbed for Dietrich's SONG OF SONGS, that she's an actress when she gets the chance, that she belongs to the Paramount St. Maurice soundstudio erew, so superior in their dubbing that they're hired by their rivals. With the number of foreign talkies again recently limited by trade-ratio tarradiddles to a few dozen importations a year for all of France, the skillful dubbing of American films (or all that most of the French declare they want to see) is apparently going to be, more than ever, a matter of Paramount importance here.



CARL BRISSON'S HOME SCENE OF PARTY HONORING **BRITISH ACTRESS**

September 29th was celebrated in Carl Brisson's Hollywood home by way of a party honoring Miss Helen Gilliland, British stage and screen star who had played with Carl in a couple of his British films made prior to coming to Hollywood. Our camera glimpse, which includes many celebrities known to Legionnaires, shows: Seated—Kitty Kelly, Gertrude Michael (Paramount's newest star), Miss Gilliand, Rosita Moreno, Lillian Ellis (Danish actress) and Peggy Fears. Standing: Mel Shauer, Mrs. Americo Aboaf, Cary Grant, William LeBaron, Randolph Scott, Carl Brisson (the host), Duke York, Ernst Lubitsch and Americo Aboaf.

SOUTH!

From The Star and Herald, Panama, R. P., Sept. 23, 1934.

Mae West, they say, to the South Pole sailed-

Along the way, the folks all hailed

Her as the brightest Star

That ever came from realms afar!

They heard her sing: "He Done Me Wrong"

As only Mae can sing that song!

They liked her breezy, airy verve—

WHEN MAE WEST WENT In the Southern realms of ice and

She found the festive Esquimaux;

She found them dressed in furs and skins-

To change all that Mae West begins!

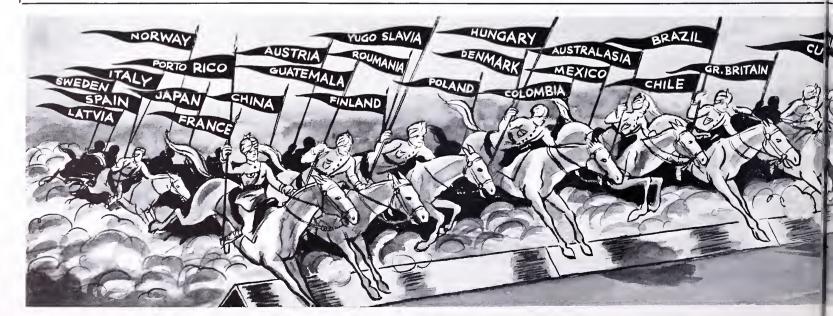
She flashed on them a sunny smile-And things grew hotter all the while!

They looked at her-these huskies rough,

And shouted loud: "Hooray! Hot

And I would say, that as a whole, She changed the styles—at the South

More Episodes in The Lives of Par



THE FOUR CORNERS OF THE EARTH

PRATCHETT IN FULL REGALIA

This camera glimpse of Ar-thur L. Pratehett, recently appointed manager of Mexico following transfer from his long-held post in Cuba, shows him as Exalted Commander of the Havana ommandery, Knights Templar No. 1 (1932-3).

His transfer from Havana to Mexico City was marked by many fine tributes from Cu-

ban officials and business men, since we are proud and happy to relate that Mr. Pratchett, in his long and respected residence in Havana, fulfilled the highest Paramount business and civic ideals.



IMPORTANT VISITORS FROM MEXICO

Gary Cooper recently played studio host to a couple of very important commercial visitors from Mexico on the set of "Lives of A Bengal Lanc-er." These visitors were Srs. Noye

HOME OFFICE TERMINAL

(Time denoted herein is International Standard Time)

ABOAF, A. ... Arr. September 20. Dep. October 13. Accompanied by wife. Stay included visit to Paramount Studio, Hollywood.

JACOBS, S. ... Departed for Guatemala October 2. Terminated New York stay made lengthy on account of critical illness

SUSSMAN, J. P.* ... Arr. from Mexico for visit, Oct. 19, en route to Panama.

PRATCHETT, A. L. ... Arr. from Cuba Oct. 15. Dept. for Mexico City Oct. 25.†

KLARSFELD, H. ... Sailed from Paris for Home Office visit, October 31.**

PIERPOINT, S. E. ... Returned to Panama Oct. 6, following cheerful initial visit to Home Office.

DONOHUE, J. P. ... Returned to Porto Rico by steamer, Oct. 4.

FITZGIBBON, S. E. . . . Joinville Studio head returned to Paris by steamer "He de France," Oct. 19.‡

KEY

-Arrived alone, but left happily with new wife. See news announcement on

-Newly appointed manager in Mexico, as per last month's news story.

-Visit is in place of one he was unable to make at time of recent Convention. -Much American time spent in airplanes between New York City and his home city of Boston.

and Silva. The group shows: Sr. Javier Ofornio, Mexican Vice Consul in Los Angeles; Sr. Noye, Gary Cooper, Sr. Silva, and Hon. Alejan-dro V. Martinez, Mexican Consul.

A VERSATILE EDITOR

Onee again our congratulations to Jack Plunkett, French publicity head, for a particular-ly fine issue of "La Paramount Francaise.'

In an aside to Mr. Plunkett we are advising him of the fact that it is now common knowledge to us that he draws his own eartoons. Since they are good cartoons, with a wealth of meaning, this fact makes his accomplishment all the finer.



PAR, DIRECTOR IN CUBA

Marion Gering, Paramount director responsible for many Paramount suecesses, principally with the Sylvia Sidney films, is shown above arriv-ing in Cuba for the purpose of making atmospheric shots to be used in other succe "Rumba," which will have a Cuban "The Pres locale. With him are Jack Rapoport, Vanishes' Paramount manager; and Heliodoro Garcia, "left", famed Cuban exhibi-tor. Mr. Gering is in the centre.



MEL MEETS THE ABOAFS

A friendship of long standing was renewed in Hollywood recently when Americo Aboaf again met Melville A Shauer, ranking production executive. Americo has the panama hat and his wife's arm around his shoulder.

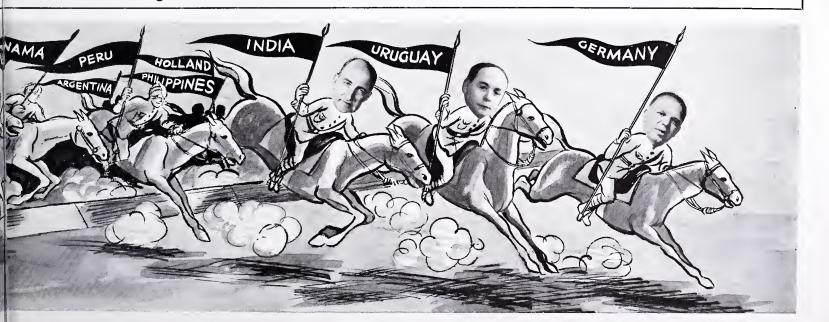
WANGER AND WELLMAN

Standing is Walter Wang-er, producer of "The President Vanishes, which will be released by Par-amount. With him is his di-With rector, William Wellman, longremembered by Legionaires for "Wings" and other successes. "The President completed, and Mr. Wanger is in New York at the

present time.



mount's Quota Lancers (Details on Page Three)



YOU CAN'T KNOW TOO MUCH ABOUT THE PARAMOUNT PRODUCT

PREVIEWS OF NEW PARAMOUNT PICTURES ENTER MADAME

Here is the first of Paramount parade of operatic and semioperatic films and what a delight it is to the eye and the ear. Elissa Landi has never been more magnificently cast than as the opera star who wanted love, but who didn't know whether she wanted it more than her career, or not. That up and down problem, tussled with all over Europe and in America, brings forth not only a bunch of hilarious climaxes, but is also interspersed with some of the most magnificent singing you have ever heard on film. If this is the sort of film you are after—and we are sanguine that it is—then "Enter Madame" is a picture that you can go for, in a big way (as the humorous American press agent in the film would say). Richard Bonelli, Metropolitan Opera star is in the cast, and magnificent also is the voice of Nina Koshetz, also of the Metropolitan company.

MENACE

Here's a real, rip-snortin', bang-up mystery melodrama that will test your powers of deduction to the limit, and if you can guess the identity of the murderer without turning to the last reel, then you're even better than we thought you were. Not in a long while have we felt such fine suspense, and never has the ominousness of sound been used to better advantage in a sound film. Gertrude Michael takes another important step along the pathway to stardom in this one, and note particularly the fine work of Raymond Milland in the opening reel only (he gets killed then).

MRS. WIGGS OF THE CABBAGE PATCH

Take everything we have said already about this marvelous himnan document, multiply it by ten, and you still fall far short of our true appreciation of Pauline Lord's first starring picture for Paramount. We sure hope that you're busily building the name and stage fame of Miss Lord in the minds of your local picturegoers. We have a tremendons asset in Miss Lord, and it's your Paramount duty to make her known immediately. Get her name fastened in the consciousness of your picturegoing public: The exquisiteness of "Mrs. Wiggs of the Cabbage Patch" will do the rest.



TIME MARCHES ON

Which is the chief reason for observing, at this juncture, the way in which Jackie Coogan has grown up. Here he is on the bicycle costumed as he appears in the lead of "Code of the West," and with him is Baby LeRoy. The time isn't very far distant when Baby LeRoy will be playing leads in another Western, and Coogan will be playing the parts Sir Guy Standing now portrays. Ah, well—life is like that!

Mary Ellis, American actress who announced yet.

$\tilde{\mathbf{S}}$ -PLENTY OF **GLORIOUS MUSIC**

There is to be no end of wonderful music in the new Paramount pictures currently in the making.

You all remember the sweet voice of Clandette Colbert in "Torch Singer." Well, she's been having lessons and more lessons and will blossom forth in "The Gilded Lily" as one of the screen's most dazzling song performers. She will have at least three songs in the picture.

Then there's the case of Bing Crosby's new picture, "Here Is My Heart" wherein not only will Bing sing five songs, but the glorious Kitty Carlisle is there for three songs more, and to fill the cup of song to brimming, the new and sensational Marian Mansfield will sing a duet with Bing as one of the film's nusical numbers.

IMPORTANT ITEMS ON **PRODUCTION**

Bing Crosby, and not Lanny Ross, will have the lead in "Mississippi." Lanny will be assigned to another picture.

Henry Wilcoxon has been definitely cast by Cecil B. DeMille for has scored many great triumphs in British films and on the London stage, now has a Paramount contract and is in Hollywood as you read this. Her first picture is not the leading role of 'Richard Coeur de Lion' in "The Crusades." The only other definite casting to date is that of Iau Keith in the role of 'Saladin,' leader of the Sara-



APTIVATING **URVACIOUS UDDLESOME** LAUDETTE OLBERT

For the benefit of our good Paramounteers in Argentina-as well as those in all countries from these beginning with A to those beginning with Z-we give you a glimpse of Miss Colbert as she stepped on the scale each morning in preparation for her glamorous role in "The Gilded Lily."

Joel McCrea and Lionel Atwill are the male leads in "Caprice Espag-nole," Marlene Dietrich's new film.

Um Mez de Noticias

Constitue acontecimento cine-musical de primeira o filme Paramount "Enter Madame," em que Elissa Landi tem o desempenho de uma caprichosa e linda prima-donna. Tratandose de uma producção puramente musical, nella encontram os apreciadores da boa arte uma interpretação excellente dentro do mais bello ambiente de inspiração, em que Miss Landi sobresae tanto como cantora, como esplendida actriz.

—Damos em outra pagina uma prova photographica da alta estima de que goza Mr. Emmanuel Cohen no nosso estudio, onde desempenha as funcções de director de producção. O nosso *cliché* refere-se ao banquete que a Mr. Cohen foi offerecido em Los Angeles na noite de 12 Outubro, o que prova a apreciação de todos pelo seu trabalho gerencia directa das grandes producções Paramount.

-Estamos na temporada das convenções estrangeiras da Paramount, facto que por si testifica do espirito de organização e bom entendimento que existe nos arraiaes paramountezes de todo o mundo. Falámos no mez passado das reuniões dessa natureza a que compareceu Mr. Hicks em sua estadia na Europa. Nesta edição tratamos das convenções l'aramount realizadas em Hespanha e na Australia, acontecimentos que affirmam a unidade mundial da nossa organização.

—Segundo as ultimas noticias vindas de Hollywood, sabemas que o filme "Lives of a Bengal Lancer," cuja producção está terminada, será uma das grandes obras de attracção populares da nossa proxima temporada ci-

nematographica.

-Completaram-se durante as tres ultimas semanas muitas das mais admiraveis scenas da super-produc-ção de Marlene Dietrich—"Caprice Espagnole"—que é ansiosamente espe-rada por todos. Uma das mais alvi-çareiras noticias refere-se ao facto da linda Marlene cantar nesse filme tres esplendidas canções, cujas letras em inglez inserimos em outra parte desta edição. Quem ainda se recorda das interessantes canções que Marlene cantou em "Marrocos", verá que neste novo filme ella canta ainda melhor. Facto tambem de interesse para todos é que este será o ultimo filme da linda diva allemã dirigido por Josef von Sternberg.
—Um dos mais importantes cava-

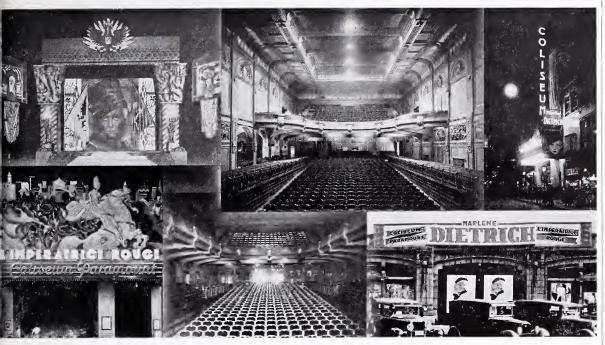
lheiros que visitaram a nossa casamatriz, na semana passada, foi Ernst Lubitsch, que esteve em conferencia com Mr. Hicks sobre os detalhes das duas novas producções Paramount que o conhecido metteur en scéne diri-

girá para a nossa marca.

-Recebemos boas noticias do estudio, onde ora se filma "All the King's Horses," producção na qual tem o desempenho de protagonista o sympathico Carl Brisson, com Kitty Carlisle como estrella coadjuvante. Esta, tambem, é uma producção puramente musical.

-Ao numero dos famosos theatros Paramount distribuidos por todo o mundo reuniu-se mais um, o faustoso Theatro Paramount de Liverpool, cuja inauguração se realizou na noite de 15 de Outubro ultimo. Mr. J. C. Graham, nosso gerente na Inglaterra, fez-se presente, com varios membros da nossa organização ali, como vemos

(Continued on Page 12)



A MAGIC HAND WAVED OVER BRUSSELS COLISEUM

Built more than a decade ago, it became necessary for Paramount's Coliseum Theatre in Brussels, Belgium, to undergo an architectural face-lifting, and for the major part of the current year the work has been going on. We are proud to present here some evidence of that work, pointing first of all to the centre picture at the bottom to show the interior of the theatre, as it was. Above it is the remodelled version. The opening attraction in the reconstructed house was the French version of Marlene Dietrich's "Scarlet Empress," which presentation was aided by some of the most sparkling exploitation Brussels has seen in a long while, and for which we heartily congratulate the staff of the Coliseum. There was also a marvelously effective stage show with the film's presentation.



STOCKHOLM SENSATION. Portion of the tremendous crowd gathered outside the China Theatre on the occasion of the premiere of "The Scarlet Empress." This is actually the section of the crowd that was unable to pack into the famous Paramount theatre.

EMANUEL COHEN STUDIO DINNER REVEALS TRUE PRODUCTION SPIRIT

If you would know the true, heartfelt emotions of the men and women who have in their hands the vital task of making the Paramount pictures which we distribute throughout the world, then you are asked to read fully the report on the Studio's testimonial dinner to Mr. Cohen which is printed on another page. Where there exists such genuine sentiment as this dinner denoted there cannot help but be the sterling bulwark of a production force on which we rely so vitally for a continuity of worth while pictures to keep our International Legion ever foremost.

Gene Raymond is Sylvia Sidney's leading man in "Behold My Wife." Raymond was also Sylvia's leading man in "Ladies of the Big House."



GOOD STAGING

Reproduced here is portion of the colorful Russian prologue staged by Paramount's China Theatre in Stockholm for the presentation of Marlene Dietrich's "The Scarlet Empress."

Walter Connolly has the title role in "Father Brown, Detective," taken from G. K. Chesterton's famous series of thrillers. Gertrude Michael and Paul Lukas have the other leads and Alfred Werker, who made "The House of Rothschild" is directing.

HOUSE ORGAN EXCHANGE

It having come to our attention that copies of "El Matador" are being mailed to Australia, let us here express the hope that this fine practice of exchanging house organs is being carried out between all of those territories which periodically produce these publications.

We hope for instance that the Blue Ribbon Bunch in turn send copies of Paramount Punch to Mr. Messeri's Spain, and that they also send copies to Paris and to Argentina. We hope, too, that both France and Argentina send copies of "Paramount Francaise" and "Los Gauchos" to Sydney.

Don't worry about the languages: there's always somebody in every office who can translate the highspots from any publication, no matter what its language.

BLAME US! BUT WATCH JASPER!

It was plain oversight on our part in a recent issue to refer to the Paramounteer who is now manager in Cuba by any other name than his correct one, which is Jasper Rapoport. We sincerely regret any inconvenience which may have been caused him and assure him that the slip will not occur again.

It will, however, interest you all to know what Jasper said in his letter which called our attention to the error:

"...In order that the boys in Uruguay, Philippines, Panama and Germany may know that their places at the head of the Contest list are very insecure, I am giving you the information that Jasper Rapoport's Cubanos intend to lead all other Legionnaires by the end of the Contest."

A Page of Paramount Theatre News

Only, of course, there is not a page of it. That, we suppose, is how things will sometimes happen, and is our reason for broadcasting at this juncture an appeal for more theatre news. We suppose that by next month, however, we will have material on the opening of the new Paramount Theatre in Liverpool, England, which material had not reached us when we went to press.

NEW NORWEGIAN ADDRESS

Please note that the new address of our Norwegian office

FILM-AKTIESELSKAPET PARAMOUNT Stortingsgaten 12, Oslo, Norway.

AMBASSADOR ATTENDS



Shown here, in the left foreground, is United States Ambassador to France, Jesse I. Strauss, attending the premiere of the English version of "The Scarlet Empress" at the Agriculteurs Theatre in Paris.



This conservatively decorated exploitation car, parading the streets of Paris, ably aided the seasons of the French and English versions of "The Scarlet Empress." It is shown here with Le Paramount Theatre in the background.



C. B. DeM. NEVER AWEARY

Not even illness keeps Director Cecil B. DeMille from his film production tasks. Even while in a Hollywood hospital, recuperating from an operation, he went ahead with his production plans on "The Crusades," choosing costumes and sets while nurses hovered in the background.

What Would The World Know Without Exploitation!



A GOLD MEDAL FOR "MRS. WIGGS OF THE CABBAGE PATCH"

Parents' Magazine, the most famous authority on children in America, awarded its gold medal for the best picture of the month to Paramount for the production of October's best film, "Mrs. Wiggs of the Cabbage Patch." Shown above is the presentation, with Mr. Zukor accepting the medal from Mr. G. H. Hecht, publisher of the magazine.



BRAZIL RAPTUROUS OVER "CRADLE SONG"

We are extremely pleased to have word from Branch Manager Jose Leao Fernandes, of Bello Horizonte, telling of the tremendous success of Paramount's "Cradle Song" there. We have shown above the scene outside of the Cine-Theater-Brasil where "Filha de Maria" ("Cradle Song") played to sensational business.

The letter of Sr. Fernandez which accompanied the photo said, in part: "This film had the most remarkable success in the capital of Minas where the local critics were unanimous in declaring Dorothea Wieck to be one of the greatest artistes recently revealed on the screen."

EXPLOITATION BRIEFS

CHILE. A fine piece of stage exploitation was worked by Benito del Villar at the Real Theatre in Santiago in conjunction with "A Bedtime Story." A tremendous straw hat, outlined with neon lights was built on the stage, and a popular local orchestra placed therein. The stage curtain lifted on the hat in darkness, it lit up, the crown of the hat was raised and the orchestra came up on a stage platform.

raised and the orcnestra
on a stage platform.

AUSTRALIA. Baby-window tieups were the order of the day in Australia when "Cradle Song" played at
the Prince Edward Theatrc in Sydney. Exploitation Manager Bob
White was responsible for two splendid tie-ups in windows which had
hitherto been inaccessible to film
companies, and of course excellent
additional business resulted.

ANOTHER SPLENDID SPANISH PRESS BOOK

For the benefit of those Spanish territories which are all set to experience super-sensational business with the second Carlos Gardel picture, "El Tango en Broadway," we call their attention to the excellence of the press book which has been prepared for use in connection with the exploitation of the film.

This book, even more comprehensive and effective than was the one prepared for "Cuesta Abajo," was also produced by Charles Gartner's foreign publicity department, with the physical work of production being executed by Paul Ackerman.

ANOTHER DIVISION IS CHRISTENED

One by one the Divisions are giving unto themselves names which characterize their efforts and their ambitions. The newest of them is France.

We learn from the columns of what is undoubtedly the finest issue of a French house organ for all time—the October issue of La Paramount Francaise—that the French Paramounteers have designated themselves "The Division for short. We therefore offer a double congratulation to the French Division for its name, and to La Paramount Francaise for being the very splendid publication that it is.

Won't a few of you other divisions take the hint and give yourselves names?

ANNOUNCEMENT BOOKS MERITING PRAISE

MR. MESSERI — congratulations to you for inspiring, and congratulations to Mr. A. Perez Zamora for executing, your marvelous 1934-35 announcement book. We can well visualize the remarkably stimulating effect this colored catalogue, and its essentially practical three-part advertising, publicity and exploitation supplement must have had on the entire Spanish film industry.

MR. KENNEBECK — congratulations to you for inspiring, and congratulations to Messrs. Herman E. Flynn and George Lawrence for executing, your scintillating 1934-35 announcement book, one of the finest and most forthright publications of product and policy ever to descend on an industry breathlessly awaiting news of great films.

GOOD BRITISH NEWS

Raymond Milland, who made a distinct impression at Paramount in a small part in "Menace," just completed, has been handed the romantic lead opposite Claudette Colbert in "The Gilded Lily," which starts work this week. Wesley Ruggles will direct.

Milland is a Welshman, one-time soldier in the British King's House-hold Cavalry, King George's personal bodyguard, and has been in motion pictures since 1930.



SPLENDID NETHERLANDS IMPERSONATION CONTEST

Undoubtedly one of the reasons for the remarkable advance Holland has made in the current contest has been the splendid exploitation which Charles Peereboom's Paramounteers have inspired throughout the length and breadth of the country. One such example is here shown.

In Tuschinski's Casino at Zandvoort Beach a film costume ball was staged and three contestants impersonated Marlene Dietrich and one went as Mae West. We have selected the best of the Dietrich impersonations for illustration and also the lady who went as Miss West, principally because these two ladies each carried off a first prize. The other Dietrich impersonators won second and third prizes.

Mr. Peereboom reports that the greater part of the guests impersonated Paramount stars and featured players. This form of contest, you know, is one which never fails to click, no matter in what part of the world.

YOU SHOULDN'T MIND GET-TING CAUGHT "BUNDLING"

In the United States the Paramount exploiteers are predicting that "Bundling" will become the "Great National Pastime." We're predicting here and now that it will become just as great an International Pastime.

For particulars see the great new supplementary press sheet issued for "The Pursuit of Happiness." For an exhibition see the picture itself as soon as you can.

For personal first-hand experience—do you have to be told?



BETTY AND POPEYE

"BOOPING IT UP" IN ARGENTINA

Last month, just as we went to press, there came a Betty Boop letter from Argentina. In it Mr. John B. Nathan had the following to say:

"I am enclosing herewith a clipping from the front page of the "Buenos Aires Herald" from which you will see that Betty Boop is receiving quite some publicity here in the Argentine.

(The clipping was importantly placed and in facetious vein told of an interview on board ship with Miss Boop on reaching Buenos Aires.)

"This means that now both Popeye and Betty Boop are running regularly in good selling papers in the Argentine."

IN SWEDEN, TOO. We learn from a special report from Stockholm that Carl P. York is making hay while Betty and Popeye shine also. He has sent us copies of three items which have been mailed to all Scandinavian exhibitors, and which have resulted in increased business.

One is a list of suitable children's matinee pictures, with of course the Betty Boop and Popeye Cartoons predominating. Another is a postcard of Popeye the Sailor which is sent to all exhibitors asking them if they have shown this famous series of cartoons yet, and if not to see about ordering them.

A third exhibit from the land of the Valorous Vikings consists of a booklet listing a number of pictures of recent vintage which are offered to the smaller theatres throughout the Scandinavian territory.

All of it looks like excellent promotional material to us.



PLUGGING PARAMOUNT SHORT FEATURES

Australia is another territory which has gone in heavily with the exploitation of Paramount's famous short feature characters, especially Popeye the Sailor. Here is reproduction of a full page advertisement in The Film Weekly, one of the two important film trade papers serving the exhibitors of that part of the world. This advertisement was prepared by Advertising Manager Hermann E. Flynn.

The Popeye advertisement at the left is from Finland. Great work, Mr. Hammar!

NOUVELLES PARAMOUNT

Un merveilleux festin de musique et d'opéra vous attend quand vous verrez la dernière des productions Paramount, "Enter Madame," dans laquelle Elissa Landi tient le rôle d'une étoile d'opéra tempéramentale. Le film est pour ainsi dire entièrement en musique, du commencement à la fin, et l'étoile remporte un extraordinaire succès personnel, autant comme cantatrice que comme actrice.

Nous attirons votre attention sur la documentation photographique que vous trouverez sur une autre page, et qui témoigne de l'estime dont jouit M. Emmanuel Cohen parmi tout le personnel du Studio de Hollywood. Ces photographies vous dépeignent le banquet donné en l'honneur de M. Cohen le soir du 12 octobre à Los Angeles et donnent lar elle-mêmes les raisons pour lesquelles Paramount a pu présenter une si importante série de grands films.

L'époque actuelle est marquée par des conventions Paramount extraordinaires qui proclament la place d'avantgarde qu'occupe notre organisation. Le mois dernier nous vous avons donné le compte rendu des conven-tions auxquelles M. Hicks a été présent en Europe. Ce mois-ci nous vous parlons des conventions en Espagne et en Australie. Paramount, semble-t-il, tient plus que jamais l'avant scène.

Des informations de Hollywood, où l'on a terminé la prise de vues de "Lives of a Bengal Lancer," nous apprennent que ce film a plus que justifié les merveilleuses prédictions faites à son sujet. En d'autres mots, c'est une production puissante.

On arrive à peu près à la fin de la troisième semaine de prise de vues de la dernière création de Marlene Dietrich, "Caprice Espagnol." Une des plus importantes nouvelles au sujet de ce film c'est que la brillante Marlene chantera trois chansons dont nous avons l'intention de vous donner les vers en anglais dans ce numéro de notre publication. La plupart d'entre vous se souviennent sans doute des fameuses chansons que Marlene a chantées dans "Morocco," eh bien, les nouvelles chansons sont même meilleures. Egalement intéressant est le fait que c'est le dernier film Dietrich qui sera mis en scène par Josef Von Sternberg. Un visiteur des plus intéressants

ces jours derniers à notre Siège Social fut Ernst Lubitsch qui est venu voir M. Hicks et a discuté avec lui certains détails des nouveaux films Paramount que le grand Ernst va mettre en scène l'année prochaine.

D'excellentes nouvelles nous parviennent du studio sur le charme de "All the King's Horses," qui est le prochain véhicule de Carl Brisson avec Kitty Carlisle comme partenaire. Ce film est une vraie opérette avec une musique abondante.

Le palmarès des théatres Paramount dans le monde entier, a reçu une nouvelle mention le soir du 15 octobre quand le nouveau Paramount Theatre de Liverpool, en Angleterre, a été inauguré. M. J. C. Graham et de nombreux directeurs de Paramount à Londres ont assisté à la cérémonie dont nous donnons un complet compte rendu sur une autre page.

La plus récente des histoires romanesques de Paramount en ces der-nières années, "The Pursuite of Happiness," a remporté un énorme succès au Radio City Music Hall, où elle a

(Continued on Page 12)

THREE PARAMOUNT PLAYERS THRILL MEXICO



Staff of the Mexico City office welcoming the Misses Drake, DeMille and Boland. Missing from the group were Messrs. Jerome P. Sussman, Vicente Saiso and Jesus Growas, who were in the next office parleying with an exhibitor. Those shown with the film players are, left to right: Sr. M. Cisneros, Sr. A. Pescador, Srta. V. Verduzco, Srta. A. M. Villanewa, Sr. E. Castro, Srta. E. Rowland, Sr. J. Penafield, Srta. A. Vega, Sr. J. Fernandez, Sr. R. Vega, Sr. Sainz. (Clerk E. Molina was absent when the picture was taken.)

Early in October, on the occasion of the national dedication of the Palace of Fine Arts in Mexico City, three foremost Paramount players in Hollywood became the guests of the Mexican government and were flown from the studio to Mexico City to become the cynosure of Mexican eyes for six thrill-filled days. players were Frances Drake, Katherine DeMille and Mary Boland. They were accompanied by Luigi Luraschi, Paramount International Corporation's studio liaison, who was also publicity contact.

To say that these Paramounteers were given a thrilling time is to put the matter mildly. We have received from Mr. Luraschi a report on the daily doings of the guests, which contains an account of so many functions attended that we cannot comprehend



TAKE-OFF. Here is Paramount's delegation from Hollywood to Mexico City, just before the takeoff from the Film Capital. Left to right they are: Luigi Luraschi, representative of Paramount International Corporation in the Studio; Katherine DeMille, Frances Drake, Mary Boland, Clinton Herberger (pilot), and Paul Mantz, owner of the 'plane.



The dinner at Mexico City's Foreign Club. In the left foreground is Jerome P. Sussman, general manager for Central America. Next is Miss Drake, then Luigi Luraschi, Miss Boland, Major F. L. Herron, head of the Hays Foreign Department; and Miss DeMille.

how human beings managed to do so many things in just six days. Suffices it to say that they were royally received by the highest Mexican officials, were feted and publicized as no other film players ever have been in Mexico, and generally created so fine and favorable impression that their visit can well be designated a splendid gesture of friendliness between two neighboring nations.



The three Hollywood stars with a couple of beautiful young Mexican ladies. Left to right the group in-cludes: Roberto Turnbull (Paramount News representative), Frances Drake, a Mexican senorita, Miss DeMille, second Mexican senorita, Miss Boland and Luigi Luraschi. The scene is in Chapultepac Park, Mexico City.

Publicity clippings sent us reveal the spontaneity with which Mexico welcomed these film artistes, for no other device could have produced such a wealth of space, such laudatory comments and such genuine sincerity of expressed sentiment. Moreover, one of the finest outcomes of the undertaking was the fact that it enabled the personnel of our Mexico City office to meet at first hand three of the players whose work they have for so long admired on the screen.

PARAMOUNTNYHETER

Ni kommer att bli behagligt överraskade, när ni ser Elissa Landi som en temperamental operasångerska i filmen "Enter Madame." Det är en musikfilm från bärjan till slut och stjärnanskördarnya lagrar, både som skådespelerska och som sångerska.

Vi bedja eder att noggrant studera bilden på en föregående sida. Den der eder ett tydligt bevis på den popularitet, som Emanuel Cohen åtnjuter i vår atelje. Denna bild, eller bilder, var tagen vid en bankett i Mr. Cohens ära den tolfte oktober i Los Angeles och visar tydligt orsaken, varför Paramounts filmer alltid äro så bra.

Just nu äro vi midt i en rad av sammanträden, som alla visa, hur stark vår organisation i själva verket I főrra numret berättade vi, om alla de möten Mr. Hicks bevistade under den Europeiska resan. Denna månad måste vi berätta om sammanträden, som gått av stapeln i Spanien och Australia. Paramount är tydligen mera Paramount än någonsin världen över.

De senaste nyheterna från Hollywood förmäla, att "Lives of a Bengal Lancer," som just nu är färdig, är en av de mest storartade filmer vi gjort. Den överträffar våra största förhoppningar.

Marlene Dietrichs nya film, "Caprice Espagnol," har varit under inspelning för över tre veckor. En av de största nyheterna i denna film är, att Marlene sjunger tre sånger, till vilka orden äro tryckta på ett annat ställe i detta nummer. De flesta av eder minnas tvivelsutan den sång Marlene sjöng i "Morocco." Denna nya sång är ändå bättre. Det är också sant, att denna är den sista film, som Josef von Sternberg iscensätter med Merlene Dietrich.

Ernst Lubitsch besökte vårt huvudkontor för några dagar sedan för att diskutera med Mr. Hicks de viktiga detaljerna i de två stora filmer, som han skall iscensätta för Paramount denna säsong.

Finfina nyheter från ateljen berätta om den nya film, i vilken Carl Brisson spelar huvudrollen med Kitty Carlisle som motspelerska. Den heter "All the King's Horses," ovanligt charmfull både å spelet och musikens vägnar. Den är nämligen en operett från början till slut.

Listan på Paramountteatrarna tillökades med en ny och praktfull teater den femtonde oktober, när den vackra Paramount Theatre i Liverpool, England, öppnades. Mr. J. C. Graham och ett flertal andra Paramountchefer från vårt Londonkontor voro närvarande under öppningsfestligheterna, som rapporteras på en annan sida.

Paramounts mest ovanliga romance för åratal, "The Pursuit of Happigjorde oerhörd succes på Radio City Music Hall, där den öppandes för en vecka sedan. Filmens stjärna är Francis Lederer. motspelerskor äro Joan Bennett och Mary Boland. Charles Ruggles spelar den andra manliga huvudrollen.

Vi kunna ej undvika att fästa eder uppmärksamhet på det växlande kaledioskop, som klart visar vår tävlans olika skiftning. Den mest säkra spåman på jorden kan vid denna tidspunkt omöjligt förutsäga, vem som kommer att bli vinnaren, sär-skildt som Holland till allas förvåning hoppade glänsande från 22dra till 4de platsen tack vare storartade affärer under september månad.

PARAMOUNT NIEUWS

Wees voorbereid op een bijzonder genotvol uurtje als U de muziek hoort in de buitengewoon charmante Para-mount Operette 'Enter Madame' waarin Elissa Landi de rol vervult van een nukkige, opvliegende opcra zangeres. De film is van het begin tot het einde vol tintelende muziek en een persoonlijke triomf voor de ster zoowel wat haar spel als haar zingen betreft.

Wij vestigen in 't bijzonder Uwe aandacht op de fotografische getuigenis-elders in dit nummer voorkomend-van de achting waarin Emmanuel Cohen door ons geheel Hollywood Studio gehouden wordt. Die foto's zijn genomen tijdens een den Heer Cohen, op 12 October, in Los Angeles aangeboden banket. Men kan bezwaarlijk beter bewijs verlangen van de appreciatie der geheele Para-mount Organisatie voor de serie prachtfilms, die onder leiding van den Heer Cohen zijn vervaardigd.

Paramount staat in het teeken van conventics, die het prestige van onze organisatie verraden. In ons vorig nummer brachten wij U verschillende berichten over de door den Hecr Hicks in Europa bijgewoonde conventies. In deze editie vindt U een relaas van de in Spanje en Australie gehouden conventics. Paramount. naar het schijnt, staat meer dan ooit vooraan in ons bedrijf.

Nieuws uit Hollywood, aangaande de 'Lives of a Bengal Lancer' die thans gemonteerd wordt, vertelt ons, dat de film onze enthousiaste voorberichten meer dan rechtvaardigt. Met andere woorden het is een geweldige film.

Er is reeds meer dan drie weken gefilmd aan Marlene Dietrich's nieuw gehlmd aan Marlene Dietrich's nieuw-ste productie: 'Caprice Espagnol,' waarin de ster drie liedjes zingt, welke wij elders in dit nummer in Engelsch hopen op te nemen. meesten Uwer herinneren zich nog wel het bekende liedje, dat Marlene Dietrich zong in de film 'Marokko." Nu, haar liedjes in de nicuwe film overschaduwen zelfs dat. Voorts zal het U interesseeren te vernemen dat dit de laatste Dietricht film is, geregisseerd door Josef von Sternberg.

Het Hoofdkantoor ontving onlangs bezoek van Ernst Lubitsch, die mct den Heer Hicks de twee nieuwe films besprak, welke de sympathicke regisseur in dit seizoen voor Paramount zal regisseeren.

Berichten uit Hollywood bevatten tevens geestdriftige uitlatingen over 'All the King's Horses' met Carl Brisson en Kitty Carlisle in de hoofd-rollen. Evenals Enter Madam, is ook deze film rijk aan nieuwe melodieën.

Paramount beroemt zich thans op een nieuw theater. Op 15 October jl. wcrd namelijk het nieuwe Paramount Theater, te Liverpool, geopend in tegenwoordigheid van den Heer J. C. Graham. Het verslag van die open-ing kunt U elders in dit nummer vinden.

De allerbeste romance door Paramount in de laatste jaren vervaar-digd: 'The Pursuit of Happiness' had enorm succes in de Radio City Music Hall, te New York. Benevens Francis Ledcrer vindt men in de rolverdecling de namen van Joan Bennett, Charles Ruggles en Mary Boland.

Wij moeten tenslotte Uwe attentie vestigen op de verwonderlijke, kaleidoscopische veranderingen in den stand van het concours. Het is nu wel zeer duidelijk geworden, dat de sprongen.



HUGE LOCATION UNDERTAKING

This picture has just one purpose—to add its convincing testimony to our contention that "Lives of a Bengal Lancer" of the mightiest pictures ever made. The scene shows the extent of the location unit which, choosing a spot on the slopes of California's Mount Whitney because of its uncanny resemblance to the India frontier territory, took a group of 400 players and studio workers there for a period of several weeks. The various tents workers there for a period of several weeks. shown are the sleeping and dining quarters of this mighty crew, as well as the sound equipment and film developing plant.

And all of this was for but a section of the film. Yet, withal, it constituted a unit in itself of almost the same proportions as that needed to make an average feature. Viewed on this basis it should be easy for you to estimate the size and importance of "Lives of a Bengal Lancer" as a major film.

NOUVELLES PARAMOUNT

(Continued from Page 11)

eu sa première il y a une semaine. L'étoile de ce film est Francis Ledercr, et au programme se trouvent Joan Bennett, Charles Ruggles et Mary Boland.

Nous ne pouvons nous empêcher d'attirer votre attention sur les étonnants changements kaleidoscopiques qui paraissent dans la publication des résultats du concours ce mois-ci. est maintenant évident que même le plus astucieux des prophètes ne pourrait espérer en cc moment prédire quel sera le gagnant définitif, particulièrement devant le spectacle du bond fantastique de la Hollande qui de la 22e place s'est portée à la quatrième grâce à un énorme volume d'affairs au mois de septembre.

NEUES VON DER PARAMOUNT

(Continued from Page 3)

Music Hall erlebte, gestaltete sich zu einem ganz grossen Erfolg. setzung weist solche Filmlieblinge auf wie Francis Lederer, Joan Ben-nett, Charles Ruggles und Mary Boland.

Und was sagen Sie zu den während des letzten Monates eingetretenen kaleidoskopischen Veränderungen im Wettbewerb? Selbst der beste Hell-Wcttbewerb? seher kann unmöglich schon heute sagen, wer den Sieg davon tragen wird; zumal wenn es Filialen wie Holland z.B. innerhalb eines einzigen Monates durch blendende Geschäfte gelingt, vom 22. zum 4. Platz vorzu-

beste voorspellingen faliekant kunnen uitkomen, vooral nu Holland, dank zij de uitstekende September maand, van de 22e naar de 4e plaats is ge-

EMANUEL COHEN DINNER

(Continued from Page 5)

people were becoming welded together in better understanding, but all of us have had the courage and vision to fight through these trying times in the knowledge that progress was being made in every direction, as is evidenced by the great pictures we have

this year.
"Whatever little I have done in guiding you is but a small part in comparison with what you have done, and I do hope you will forgive me if I make this occasion a tribute to

During the course of the evening, William Rudolph, president of the Paramount Studio Club, made speech and presented Mr. Cohen with a scroll signed by every member of the club. A program of entertainment was offered which included skits, songs, and specialties by a number of Paramount players, a "prevue" of a special reel of film made for the oc-casion and a "Newsreel" which consisted of back lot introductions. J. P.

It is with deepest regret that we record the death, in Paris, on October 13th, of Mr. E. Brooks Dascomb, general manager of European operations Paramount News.

Mr. Dascomb, only 33 at the time of his demise, was a very valuable news man and a fine, trusted aide of Mr. Emanuel Cohen. His passing is a severe blow to the organization, but he leaves as his memorial a news-gathering machine of which any man can well be proud.

McEvoy was the Master of Ceremonies. One of the outstanding hits of the evening was Toastmaster A. M. Botsford who kept the room in Variety, which headed its story of the banquet: "Par Cohen Dinner a Triumph for Cohen and Al Bots-

NOTIZIE DELLA PARAMOUNT

(Continued from Page 4)

suit of Happiness" ha avuto uno spettacoloso successo alla Radio City Music Hall, dove la sua proiezione é incominciata una settimana fa. Il ruolo principale é affidato a Francis Lederer, assieme a Joan Bennett, Charles Ruggles e Mary Boland.

Non possiamo ora fare a meno di richiamare la vostra attenzione sui continui e sorprendenti cambiamenti che si rilevano nelle statistiche di questo mese sulla gara. É ora evidente che anche le più astute previ-sioni non possono, in queste condizioni, sperare di indicare colui che sará definitivamente il vincitore, sopratutto quando si pensi che l'Olanda balzata dal 22mo posto al quarto in seguito al tremendo sviluppo locale nel settembre.

UN MEZ DE NOTICIAS

(Continued from Page 8)

da reportagem photographica estam-

pada em outra pagina.

-Uma das mais deliciosas historias amor que a Paramount até hoje filmou, acha-se naquella producção-joia, "O Direito á Felicidade" (The joia, "O Direito á Felicidade" (The Pursuit of Happiness), cuja estreia em Nova York, foi feita no famoso Music Hall da Radio-City. São seus protagonistas Francis Loderer e Joan Bennett; Charles Ruggles e Mary Bo land têm esplendidas interpretações

-Por ultimo, falando do nosse concurso internacional, chamamos attenção dos concorrentes para a subitas mudanças de posição observa das no decorrer deste mez. Com quanto nada se possa predizer ácerca da victoria, o salto levado a effeito pela Hollanda, que passou do vigesi mosegundo logar para o quarto, é de veras importante-e demonstra o ser impeto em setembro.

AUSTRALIAN NOTES

(Continued from Page 4)

sold the picture 100 percent, whils several other Branches have only few theatres outstanding.

It was announced at the Sales Con vention that 1934 Paramount Week was the best on record excepting fo the two years of the peak period Four of the six Branches excede Quota, whilst the others were in th 90 percent mark. In Ad Sales th position was almost the same, an Head Office Statistician A. W. I Naylor is confronted with quite a tas in arriving at the individual winner

In the contest for the Paramour Week Shield, which is competed for annually by theatres and awarded for the best exploitation campaign, con petition and rivalry is keen. This yea more theatres than ever before er

tered for the contest.

Frank V. Kennebeck, Publicit Manager of our Capital Theatre Me bourne, is preparing a smash can paign to place the theatre in the fore front of public attention during the forthcoming Centenary Celebration During that time Melbourne will twisited by Prince Henry, Duke of the control of the Gloucester and several thousand tour ists from all parts of the world.

Paramount ternational

Vol. I, No. 18

DECEMBER 1, 1934

PRICE: Your Conception of Paramount's Good Will

IVA, NATHAN AND ARGENTINA!

PARAMOUNT ACQUIRES INTERNATIONAL DISTRI-BUTION OF "LEGONG" (TECHNICOLOR)

A production which we confidently believe will achieve new distribution records for 1935 has been acquired by Paramount International Corporation for all of the territories under our supervision. The film is the all-"Le-Technicolor production Isle of Bali under the direction of the Marquis Henri de la Falaise. Paramount has acquired the distribution rights from the Bennett Pictures Corporation,

the head of which is none other than Miss Constance Bennett, wife of the Marquis.

"Legong" has already been seen by many of the Legionnaires and we are violating no eonfidences when we say that they believe it to be not only one of the most beautiful films ever recorded on emulsion, but a picture of gong," created on the enchanted undoubted and unending box office appeal. Its east is entirely native and it tells a real and moving story of

(Continued on Page 4)

TWO MORE CARLOS GARDEL FILMS. FIRST TO HAVE ROSITA MORENO AS LEADING WOMAN

One of the most important pieces of signaturing accomplished during November was the completion of an agreement



SIGNED. Carlos Gardel (right)

affixing his signature to the new deal calling for two more films, while Mr. Hicks and George Weltner look on. The setting, as many Legionnaires will recognize, is Mr. Hicks' office.

GREAT NEWS ABOUT CLAUDETTE COLBERT

Following her work in "The Gilded Lily," Claudette Colbert will embark on a new Paramount

for the making of two more Carlos Gardel pictures for Paramount release. In those territories for which the Gardel films are made we are sanguine that this news alone, without further embellishment, will be responsi-ble for such a salvo of "Bravos!" as to make further details unnecessary. However, there are more details, and we're going to print them.

Carlos, who is personally delighted over the new deal, and who says that he has for these pietures the greatest tangos he has ever written, will have the support of a young lady who is already known to be the darling of the Spanish-speaking world—Rosita Moreno. She will shortly be en route from Hollywood to New York, where both pietures will be made under Paramount's supervision, and in these films she will not only aet, but will danee and sing.

The entire arrangement looks wellnigh perfect to us; and we can readily

for Paramount. This work will keep her at Paramount for at least the full terms of both 1935 and 1936.

It is expected that her first picture on this new deal will be contract which calls for her to make an additional six pictures Cooper will be her leading man.

Finland Also Sensationally Advances, From Twenty-first to Eleventh!

Betting on John B. Nathan and the Argentina-Uruguay Paramounteers has advanced to about even money by now, according to some of our best informed sources. Last month's Division schedule had the Nathan forces landed in Fourth spot, but that wasn't good enough for them so they skipped to Second this month. And down in the bracket of the Countries, the Uruguay Second of last month is still Second this month, but the Seventh spot Argentina of last month has swooped up to Third spot this month.

understand the terrific enthusiasm of the Spanish-speaking Legionnaires who, appraised of the faet of these two new pietures by cable, have already flooded Mr. Hieks with eablegrams of joy and promises for new heights of aeeomplishment in the distribution of the new Gardel films.

The first of the new pietures will be in work within a month, and will be followed by the second film a month later. The pietures are being made in the Long Island Studio.

Other notable Division advances have been Graham's Sixth of last month to Fifth this month; Del Villar's Seventh to Sixth; Day's Eighth to Seventh; and Aboaf's Fifteenth to Thirteenth

There have been some great skippings-up on the part of the Countries, too. Argentina we have spoken of already. Then there is

(Continued on Page 3)

PARAMOUNT LONG TERM CONTRACT FOR METROPOLITAN OPERA STAR



Gladys Swarth out, mezzo-soprano of the Metropolitan Grand Opera Compa-ny and prima donna of two American national radio hours, has signed a longterm contract with mount.

Miss Swarthont, one of the few American - born and American-trained stars of the Metropolitan, is a native of Deepwater, Missouri, and began her musical career as a choir singer in Kansas City. She made her first important operatic appearance with the Chicago Opera Company, later joining the Metropolitan.

In the radio field Miss Swarthout holds the unique distinction of being the only celebrity to head two five-star programs simultaneously. THE PRINCE OF WALES AND JOHN CECIL GRAHAM

(Story on Page 8)



Paramount International News

Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry. Edited by Albert Deane.

Vol. I December, 1934 No. 18



SAVO

Once again you are reminded that within the next few days we will witness a screening of the first feature film starring Jimmy Savo. This is "Once in a Blue Moon," produced for Paramount by Hecht and MacArthur. It is our sincere opinion that we have a terrific bet in this quaint Italian-American comedian, and we are confident that you will share our enthusiasm when you see him.

SURPRISE

It remained for Henri Klarsfeld's visit to Home Office to point out an omission so obvious that we wonder why it has not been called to our attention many times We have been in Home Office seven and a half years, yet not once in that long time have we ever illustrated through the pages of Paramount International News, or its predecessors, the office and personnel details of Home Office. So as soon as the matter was brought to our attention we had Paramount's official photographer, Lew Nathan, go the rounds of the Tenth Floor with his trusty camera and lights, and the result will be shown in a twopage spread in next month's issue.

SUPERB PARAMOUNT PRODUCT FOR 1935

By JOHN W. HICKS, Jr.

(Vice-President, Paramount International Corporation)

With this the final issue of Paramount International News before we step forth into Nineteen Thirty-five, it seems right and fitting that there should be given to you, in condensed and sincere form, some idea of the wealth of great Paramount product which will come to you as the old year fades out and the New Year rises in.

Perhaps the outstanding phase of such information is the news that a great proportion of the new pictures—a greater proportion than ever before—will be musically endowed. And when we say 'musicals' these days we mean real musicals, of the type to make the whole world roll their crotchets and quaver with delight. Some of you, as you read these lines, will have seen already the delightful "Enter Madame." Here is a film to definitely get enthused over, and having done that you can know that it is but an appetizer for the other great musical films to come. In quick succession there will follow "All the King's Horses." with Carl Brisson and Mary Ellis (five songs, ballets, and symphonic incidental music throughout); "Here Is My Heart" (Bing Crosby 4 songs, Kitty Carlisle 3 songs, Martha Mansfield 1 song); "Two On a Tower," with Mary Ellis and an operetta cast; and many others which are being prepared as surprises.

But music isn't all that the New Year offers. "Lives of a Bengal Lancer": and word has it that it is not only a tremendous spectacle, but a fiery, pulsing drama, and woven through it is a spirit of comradeship and loyalty which for want of a better comparison is stacked up against the renowned "Beau Geste." The new Marlene Dietrich picture, "Caprice Espagnol" is practically through shooting, and advance reports are glowing, to say the least. Perhaps this picture belongs also in the musical category, for in it the glamorous Marlene sings three songs in the inimitable style of her work in "Morocco."

And then of course there is Cecil B. DeMille's mightiest of all undertakings, "The Crusades." Here he is working on a canvas far mightier than his one for "Cleopatra," and we have his word for it that in every sense of the word this will be the greatest film enterprise of his life. The picture is going to be many months in the making, will have its high spiritual note sounded by music as well as by drama, and will have one of the mightiest casts in all film history.

While still on our caravan of mighty films let us not forget "The Big Broadcast of 1935," with its array of international talent including many picked stars of Europe, Sonth America and other parts of the world. Nor "Rumba," with its terrific musical appeal and its drama expressed by Raft, Carolc Lombard and Margo. Nor yet again the thrills which we are told are packed up in "Wings in the Dark," with Myrna Loy and Cary Grant. Nor yet again "Behold My Wife," with Sylvia Sidney; and "The Gilded Lily" with Claudette Colbert (who by the way has signed a new Paramount contract giving this company her services for two full years, 1935 and 1936).

There is much else that could be told at this juncture, but we will save some of it for our New Year issue. But of this you can be certain: with what you have been told above, plus what we are holding in reserve for early announcement, there can no longer be the slightest whiff of doubt that Paramount is now predominantly paramount in stars, in musical films, in spectacles, and in studio organization to give you an unending parade of the greatest and most successful films in the whole world.



Schaefer Heading Both Sections Still!



"ENTER MADAME"!

But who will be saying these happy words as our greatest contest ends?

Viva, Nathan and Argentina!

(Continued from Page 1)

the advance of Pern from Sixth to Fifth; Cuba's advance from Ninth to Seventh; Great Britain's from Tenth to Eighth; Finland's Twenty-first to Eleventh (and last month they went from 31st to 21st.); Roumania has gone upward from Twentieth to Thirteenth (Great work!) Austria from Twenty-third to Twentieth; Guatemala one peg forward from Twenty-second; Italy five pegs forward from Twenty-inth; and Sweden has advanced a couple of points from Thirty-second.

The pace is getting to be terrific. Challenges are few and far between, the fellows who are doing all of the combating preferring to tell it with accomplishments rather then by words of invited combat to other territories. We have, however, heard verbal assertions from the several Legionnaires who have been at the Crossroads of the World during the past couple of weeks which is probably the reason for our cartoon on this page. You see, these gentler speed in get them resulted paramount to Office service Aaron Pines.

hand, have been so insistent on the point that the prizes are coming to them that we had of necessity to use the symbolistic figure of Miss Mae West to plot the curve of activity that our contest is taking.

In other words, Miss Quota has said, "Come up and see me sometime—and the three firsts will get the prizes."

SPEED WITH PARAMOUNT NEWS GAINS MANY SCOOPS

Home Office has been extended such splendid cooperation by the forces of Paramount News that in many countries we have been successful in completely scooping competitive newsreels.

Particularly was this the case with the films of the assassination of H.M. King Alexander of Jugo-Slavia. We have received congratulatory notices from Mr. Pierpoint in Panama and Mr. Reyes in Colombia, and we want these gentlemen to know that the speed in getting the news films to them resulted from a combination of Paramount News despatch and Home Office service from the department of Aaron Pines

THE CONTEST LADDER

LAST IONTH	DIVISIONS	THI MON
1	SCHAEFER (Germany)	1
4	NATHAN	2
3	PEEREBOOM	3
2	BALLANCE	1
6	GRAHAM	5
7	VILLAR	6
8	DAY	7
5	PRATCHETT	8
9	KENNEBECK	9
10	SUSSMAN	10
11	SCHAEFER (Cent. Eup.)	11
12	COCHRANE	12
15	ABOAF	13
13	KLARSFELD	14
14	YORK	15
16	MESSERI	16
	COUNTRIES	
1	GERMANY	1
2	URUGUAY	2
7	ARGENTINA	3
4	HOLLAND	4
6	PERU	5
3	INDIA	6
9	C U B A	7
10	GREAT BRITAIN	8
5	PHILIPPINES	9
8	PANAMA	10
21	FINLAND	11
11	BRAZIL	12
20	ROUMANIA	13
12	CHILE	14
13	AUSTRALASIA	15
14	MEXICO	16
16	HUNGARY	17
18	PO L A N D	18
15	COLOMBIA	19
23	AUSTRIA	20
22	GUATEMALA	21
19	YUGO-SLAVIA	22
17	DENMARK	23
29	ITALY	24
24	CHINA	25
26	FRANCE	26
25	PORTO RICO	27
28	NORWAY	28
27	JAPAN	29
32	SWEDEN	30
30	SPAIN	31
31	LATVIA	32

"CLEOPATRA" CABLES TUMBLING IN

First came a message hotfooting it through the air from Celcutta a few weeks ago from Charles Ballance, our Indian general manager. It told of his glee over the picture, and of how he thought that it would be a wonderful winner.

Then, just as we were about to go to press, there came another one from Legionnaire Ballance, and it said: "'Cleopatra' completed a brilliant extended run in Calcutta and was acclaimed worthy of the most glorious Paramount traditions. Prospects very fine."

And then there was a walloping cable from Manager Harry Hammar in Helsingfors, where the picture is playing to such magnificent business that a lot of Finnish records are likely to t mble into the dust.

NIEUWSBERICHTEN VAN **PARAMOUNT**

Er is gestadige en flinke vooruitgang merkbaar in de zaken van Paramount en iedereen is opgetogen over de resultaten.

De Paramount International Corporation heeft het wereld-distributierecht verworven van de film "Legong," de door Markies Henri de la Falaise geheel in kleuren vervaardigde documentaire van het eiland Bali. Het distributierecht werd aangekocht van de Bennett Pictures Corporation, waarvan Constance Bennett Presi-

Groot Paramount Theatre nieuws in deze editie. Het schitterende, nieuwe Paramount Theater te Liverpool, hetwelk in October werd geopend, is afgebeeld en wij hebben tevens foto's opgenomen van het werk aan het Paramount Theater, te Glasgow, in Schotland.

De stand van het concours heeft weer eenige veranderingen ondergaan. Het staatje op pagina 3 kan U dit beter toonen dan de meest gedetailleerde beschrijving. In ons volgende nummer zullen wij nog één tabel opnemen en in de daarop volgende editie zult U den eindstand vinden. Dat laat U niet veel tijd om hooger te klimmen, indien U niet met Uw huidige plaats tevreden bent.

Onze leider de Heer John W. Hicks Jr., bespreekt op pagina 2 de komende Paramount films. Laat dat artikel voor U vertalen. De Heer Hicks is onwrikbaar in zijn vertrouwen op de films, welke Paramount gedurende 1935 in omloop zal brengen en hij beschouwt ze als de beste, die onze organisatie in eenig jaar heeft gedistribueerd.

"Cleopatra" slaat overal tei wereld het record. Zoodra op de redactie een bericht dienaangaand binnenkomt, wordt het terstond doorgeseind aan ons studio, teneinde onzen regisseur Cecil DeMille een riem onder het hart te steken voor zijn nieuwe productie "The Crusades."

Belangrijke berichten omtrent onze muzikale films komen meer en meer op den voorgrond. De nieuwe Carl Brisson-Kitty Carlisle film "All The King's Horses" is doordrenkt met muziek. Evenzoo de nieuwe Bing Crosby-Kitty Carlisle muzikale film "Here Is My Heart," welke wij reeds het voorrecht hadden op het hoofdkantoor te zien.

Maar waarschijnlijk het allerheuglijkste nieuws wat muzikale films betreft is het bericht uit Hollywood, dat Paramount bezig is "Cavalleria Rusticana" te vervaardigen met opera ar-Wij gelooven dat deze film een mijlpaal zal worden in de Paramount geschiedenis.

"Lives of a Bengal Lancer" is thans gereed. Afgaand op de opinie van de bevoorrechten, die de productie gezien hebben, hebben wij de film in onze geweldige plannen voor de wereld distributie niet onderschat. Wij behoeven nauwelijks in te gaan op wat voor Paramount van deze film afhangt, aangezien deze rolprent de hoofdschotel vormt van al hetgeen Paramount in de laatste maanden heeft opgedischt.

Henri Klarsfeld, administrateur délégué van de Fransche Divisie, vertoeft op 't oogenblik in New York en uit onze gesprekken met dezen Paramounter maken wij op dat er een ongekende geestdrift bestaat onder de Fransche Divisie voor Paramount films. Trouwens alle overzeesche kan-



SCENES OF SOME OF THE MAGIC DELIGHTS OF "LEGONG"

(Continued from Page 1)

spoken dialogue, but there are several native songs, a certain amount of actually recorded native music and a symphonic score accompanies the action from start to finish. This score is so magnificent that whenever we have had the time we have run the picture a second time, on which occasion we have closed our eyes and being prepared for the production, delistened to the music.

The scenes which have been re- from New York. These will include produced above can convey but the minutest idea of the sheer splendor of the film. It has a great deal of incident and action never before shown on any screen, and we are confident that its amazing climax will eclipse anything ever filmed before.

A complete array of ad. sales is tails of which will reach you officially

posters, lobby material, press books,

Such confidence have we in the picture that we know right here in advance that the territories which will be in the van of the International Legion during 1935 will be those which are harnessed most securely to the success-securing star known as

FRENCH EXHIBITORS VISIT JOINVILLE



Messrs. Blumenthal and Fitzgibbon of the Studio, two hundred French exhibitors were enabled to accept the invitation of Mr. Henri Klarsfeld to visit Paramount's

toren leggen een soortgelijken geestdrift aan den dag.

De komende verrassing is "Wings in the Dark," onze speciale vlieg-film, waarvoor wij de geweldig populaire Myrna Loy hebben geleend van een

Through the co-operation of Joinville plant in order to see the actual making of the pictures they were intent upon buying and presenting.

> A whole day's entertainment comprised the function, and in the morning the exhibitors were shown the Paramount French releases "La Crise Est Finie" and "L'Ecole des Contribuables." Als othe French dubbed version of "Murder at the Vanities" and several scenes dubbed in French from "Cleopatra.'

Then for another highspot they were shown the shooting of some scenes from the Paramount French release, "Dede." After this there transpired the scene which we have pictured here. This depicts all of the exhibitors with the cast of "Dede" in the grounds of the studio. In this scene, Mr. Klarsfeld is seated in the centre. Behind him are three of the picture's principals, Albert Prejean, Raymond Lussiez and Danielle Darrieux. On the extreme right of the picture is Mr. Maurice Poirier, Manager of Paramount's Paris Exchange.

PRODUCTION ITEMS

Paramount has taken up another long term option on the services of Cary Grant, who is reported to have scored very well indeed in "Wings in the Dark." Myrna Loy is co-starred with him in the film.

Lyda Roberti, popular young singing comedienne, hailing originally from Poland, will be in Paramount pictures exclusively for a long while to come. A contract has taken care of this.

KNOW YOUR PRODUCT!

PRODUCTION BRIEFS

An early picture to be made by Gary Cooper is "Renegade," story of pioneer aviation in Alaska after the war. If plans mature, practically the entire picture will be filmed in

After he completes his funmaking a "Mississippi," W. C. Fields will be seen in "The Man on the Flying grapeze," which story the bulbousbe seen in Trapeze, nosed one will also author.

Jaekie Borene, six-year old wonder boy in the Hecht-MacArthur picture "Once in a Blue Moon," starring Jimmie Savo, will be known by that name no longer. Henceforth he is to

be Jackie Breen.

Margo, the flashing young Mexican lady who romped off with honors in "Crime Without Passion," has been given an important role with George Raft in "Rumba." Carole Lombard is Raft's leading lady, but Margo has a part of equal importance and is the one with whom Raft dances the Rum-

ba.

"Small Miraele," important current stage play in New York which Ernst Lubitseh aeelaims as one of the finest dramas he has ever seen, has been bought by Paramount for early produetion.

Among recent title changes were the following: The picture formerly known as "After Office Hours" is now "One Hour Late," and the picture once called "Laugh Little Clown" is now "Once in a Blue Moon."

Edward Craven, who had a very invocate tale in the New York state.

important role in the New York stage success, "Sailor Beware!" (which Paramount bought) has been given an important role in Claudette Colbert's film, "The Gilded Lily." He will later play his old stage role when Paramount films "Sailor Beware!" with Bing Crosby and Constance Ben-

Among name changes in Hollywood are noted the following: Clara Lou Sheridan has dropped the 'Clara' and will be known simply as Ann Sheridan. Sharon Lynne is the new and correct spelling of the leading lady in "Enter Madame." Tiny Virginia Weidler, who seores so magnificently as the youngest player in "Mrs. Wiggs of the Cabbage Pateh," is to

Rudolph Sieber is serving in the capacity of student director during the making of "Capriee Espagnol," the newest Marlene Dietrich picture, and the final one to be made with Josef von Sternberg as her director. Henceforth she will make her future Paramount pictures with other di-

Jackie Coogan has completed his role in Paramount's "Home on the Range" and has registered at the University of Southern California. By special arrangement Jackie will eontinue his movie work along with his school work. He is studying law.

Joan Bennett is to be with Para-mount for at least another picture. She recently played the eapricious lead opposite Francis Lederer in "The Pursuit of Happiness' and will now make "Mississippi" with Bing Crosby as her sweetheart, W. C. Fields as her eomie papa, and plenty of music floating through the film, which will be directed by Eddie Sutherland.

PARAMOUNT CAN MAKE THE MUSICALS BECAUSE PARAMOUNT HAS THE SINGERS

If there is one thing that we would like you to fix firmly in your minds it is the fact that Paramount is all set for a succession of the most outstanding musical films in film history because when you get right down to it—Paramount has the singers. We propose to tell you just who they are in the following list, and please note that our informational data does not include those personalities outside of our contract list engaged for a picture or two, but those personalities who are under long term contract to Para-

BING CROSBY: He needs no further embellishment here. You will hear him to your eternal satisfaction in "Here Is My Heart."

MARY ELLIS: She has scored magnificently in operettas in Lon-

CARL BRISSON: You know him for his work in "Murder at the Vanities."

JOE MORRISON: When you see "One Hour Late" you will see another Bing Crosby.

KITTY CARLISLE: You know how good she is after seeing her

in "Murder at the Vanities" and 'She Loves Me Not.'

LANNY ROSS: You certainly liked him in "Melody in Spring.

QUEENIE SMITH: The musical comedy darling of New York. You have yet to hear her sing, which is definitely something to look forward to.

HELEN JEPSON: Another one that you still have to hear, but it should be satisfaction to know that she is a Metropolitan Opera star in New York City.

HELEN JEPSON Blonde and Golden Voiced

GLADYS SWARTHOUT: The

same applies here. We happen to have been so fortunate as to have heard Miss Swarthout many times, and we want you to know that we have under contract one of the greatest singers of the age.

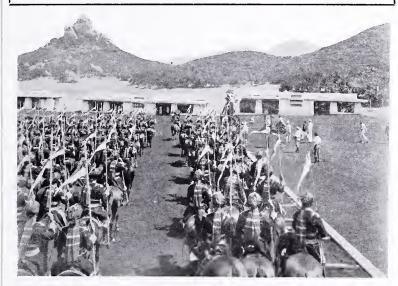
MARIAN MANSFIELD: You're

going to love this sweet singer. IRIS ADRIAN: Here's another comely miss who'll give you a vocal thrill.

And this list, which you must agree is an interesting one, does not contain the names of those dramatic stars who still possess the ability to sing most effectively when called upon, and who are none other than the very illustri-OUS MISSES CLAUDETTE COL-BERT, MARLENE DIETRICH, ELISSA LANDI, LYDA ROBERTI and MAE WEST, and the MES-SIEURS CARY GRANT and JACK

I gness we can make plenty of music when we want to!

COMPLETED!



A BRILLIANT SPECTACLE OF INDIA

The camera has glimpsed but a fragment of the great regiment of lancers who will roll as spectacular waves of fighting men through-ont the length and breadth of Paramount's colorful picturization of "The Lives of a Bengal Lancer." BELOW are the principals of the film, left to right: C. Aubrey Smith, Sir Guy Standing, Monte Blue, Henry Hathaway (director), Gary Cooper, Richard Cromwell, Franchot Tone and Charles Lang, ace cameraman.



IMPORTANT MUSICAL ANGLE TO "THE **CRUSADES**"

Though it will not be in the accepted sense a "musical film," Cecil B. DeMille looks for his forthcoming production "The Crusades" to have a more profound influence in the world of music than any film he has yet made.

Warriors with the Cross on their shields will lift their voices in religious hymns. In cathedral and chapel they will sing the Gregorian chants, the prevailing music of the Middle Ages.

The last few years, partly due to the tours of the Vatican Choir, a revival of the Gregorian chant has been witnessed. In the forth-coming Paramount film, with thonsands of massed choristers, this noble form of music will for the first time be heard by multitudes.

Henry Wilcoxon as Richard the Lion-Hearted, C. Aubrey Smith, as the Hermit and Ian Keith, as Saladin, are in featured roles.

PARAMOUNT PERSONAL ITEMS FROM



WARSAW'S COLUMN

Three Polish Legionnaires, inspired by "Cleopatra" and several other current Paramount sensations, are shown setting forth to conquer the exhibitors of Poland. They are, from left to right, Messrs. Stanislaw Daniel, Kazimierz Poplawski and George Czapnik. We wish them every success, and note how pleasantly mild the weather in Warsaw is.



CLOSE-UP. Over on Page Ten is a picture of what we acclaim as one of the outstanding exploitation stunts of all time. Shown beneath the



Imagine what would happen if we suddenly called Mr. Savo by the name of James Savo: would be sort of incongruous, eh what! Here's a one-sheet comedy poster going to all offices for the purpose of getting Savo across.

KLARSFELD VISITS

Home Office has been more than happy during November to play host to Henri Klarsfeld, administrateur delegue of our French organization who, in company with Madame Klarsfeld, has been paying his first visit to New



Henri Klarsfeld

York in more than six years. We make no secret of the fact that the bulk of his time has been spent either in the Home Office, the Paramount Theatre or the Paramount projection rooms, but that was the way he wanted it, and as a consequence he goes back to his beloved France (he sailed on the "Paris" November 23rd) armed with the greatest amount of knowledge concerning the new product of any Legionnaire as of the date of this issue of Paramount International News.

We believe that what we like most about Mr. Klarsfeld's visit (other than our personal pleasure in seeing him again) is that he lost no opportunity for telling what a grand bunch of Legionnaires he has working with him. We feel that as a result of this visit of his, we know the French Division, personally and collectively as well as it is possible to know them all without meeting them personally. There is no denying Mr. Klarsfeld's enthusiasm for his co-workers, just as we are certain that there can be no denying their enthusiasm for him.

"Cleopatra" sign there are four Paramounteers. We asked the cameraman to move a little closer so that we could see who those Polish Paramounteers actually are, and here is the result of that close-up. The Paramounteers we find are: Miss Erna Rozenblum, secretary of the Titling and Publicity Department, Miss Marie Kornblum, Head of the Titling and Editing Department; Mr. Henryk Filipin, Ad Salesman; and Mr. Baginski, Publicity Manager of the Stylowy Theatre in Warsaw, where "Cleopatra" was presented with such marvelous success.

SPANISH BOYS JUBILANT!

When the news of the signing of Carlos Gardel for two more Paramount pictures was cabled by Mr. Hicks to every Paramount leader in the Spanish territories, it naturally was received with terrific acclaim. This acclaim took the form of cabled replies, some samples of which we quote:

"Thanks for marvelous news regarding Gardel and Rosita Moreno.
Maximum grosses guaranteed (sgd.)
Nathan, Buenos Aires."

"Cuesta Abajo' setting new records for Gardel. Infuriated overflow crowd smashed Ibague Theatre in effort to see first performance. Preview of 'El Tango en Broadway' has had a stupendous reaction. The news of two Gardel pictures is equivalent of inevitable wonderful business. (sgd.) Reyes, Bogota, Columbia."

STIRRING TRIBUTE FROM AUSTRALIA'S CAPITAL

Addressed to Mr. Hicks in New York, and set forth over the well-known signature of James L. Thornley, general manager of Paramount's Capitol Theatre in Melbourne, Australia, the staff of that wonderful house (and a wonderful staff, too!) offered the following pledge by cable after a screening of several of the new Paramount Pictures:

ENTIRE CAPITOL STAFF CELEBRATING TENTH ANNIVERSARY OF THEATRE'S OPENING PLEDGED LOYAL SUPPORT FOR PARAMOUNT'S MAGNIFICENT ACHIEVEMENT IN REGAINING INDUSTRY'S LEADERSHIP, ANNOUNCEMENT OF NEW SEASON'S PICTURES GREETED WITH GREAT ENTHUSIASM. EVERY CAPITOL PARAMOUNTEER WILL GIVE UNSWERVING SUPPORT TO PRODUCTION DEPARTMENT'S UNPARALLELED EXAMPLE.

And that, my hearties, is a Paramount pledge to be particularly proud of!

IRREPRESSIBLE T.D.C.



It seeming quite a few months since the likeness of Tom D. Cochrane showed up in these columns, here it is again, rugged, belligerent and human as ever. with the accompanying note telling that Tom has just completed a very important swing around his entire territory of the Orient, and that from several points he has reported news of the highest possible importance. Tom's plans for the great Japa-

nese month of January lead us to believe that possibly our February 1st. issue will be almost wholly a Japanese one. (Possibly Tom will even send us some news in Japanese for that issue!)



;ALBRICIAS,LEGIONARIOS! DOS NUEVAS PELÍCULAS DE GARDEL

A ustedes, Legionarios que han sabido alcanzar resultados tan satisfactorios con "Cuesta abajo," y que tienen tantos planes para el próximo estreno de "El tango en Broadway": ¿qué noticia mejor podemos darles este mes sino la de que Carlos Gardel ha firmado contrato para interpretar dos nuevas películas?

La primera de ellas entrará en curso de producción antes de un mes. No bien quede terminada, se dará comienzo a la segunda. Lo cua! es decirles que todo el metraje de ambas habrá pasado por las cámaras para fines de febrero, siendo luego cuestión de varias semanas el corte y montaje de la película.

Buena noticia es también la de que Rosita Moreno será quien desempeñe en ambas producciones el primer papel femenino.



A GREAT FLIER

Ranking with the world's greatest aviators, and a man who has carved a niche in aviation's record to stand for all time, Sir Charles Kingsford-Smith, Australian air ace indulges in a little flying make-believe with Myrna Loy and Cary Grant at the Paramount studio. The setting is the fuselage of one of the many aero-planes used in "Wings In the Dark," an aviation epic concerning which we have much to say this month.

Another important British player item concerns Colin Tapley, who has just been signed for an additional year because of his work in "Lives of a Bengal Lancer." Tapley was New Zealand's ace contribution to "The Search for Beauty" and is looked upon as a player of remarkable promise.

MISS WEST NORTH, SOUTH, ← Œ EAST, WEST IN FRANCE

The famous French weekly publication, "Le Sourire," which has been amusing France for more than 35 years, wanted to find out just which film star was entertaining its readers the most. It included the stars of all the world in its contest, and was happy to announce at its conclusion that from all quarters of France the choice was overwhelmingly for Mae West. In second place was Marlene Dietrich, a French star whose name was not conveyed to us came third, and Greta Garbo was fourth.

THE FOUR CORNERS OF THE EARTH



THREE LOVELY LADIES OF HOLLYWOOD, in the Mexico City office. They are, of course, the Misses Katherine DeMille, Mary Boland and Frances Drake. Their male escorts, in this picture, are (left to right): Clinton Herberger, pilot of the 'plane which carried them from and to the Film Capital; Jesus Grovas, assistant manager of the Mexico Office, and helper invaluable in all of the details of the reception for the stars; Jerome P. Sussman, Paramount's Central American general manager; Luigi Luraschi, Paramount International's studio representative; and two Mexico City pressmen.

GOES WITH THE JOB

One of the earliest experiences gained in Paramount's International Service is the knowledge that anything and everything is part and parcel of the job. Jack Rapoport, newly appointed manager of Cuba learned this with considerable discomfort on the night of November 6th when a bomb exploded outside the room of his hotel in Havana and flung him from his bed clear across to the opposite wall.

MARY ELLIS ARRIVES



Mary Ellis is an American star who achieved some of her greatest triumphs in England during the past few years, notably her success in "Music in the Air. Searching for musical stars, Paramount recently signed her to a long term contract and she is shown here arriving in Hollywood for a

leading role in "Cavalleria Rusticana," which Paramount is filming in true operatic fashion. Later she will be in the musical version of "Rose of the Rancho."

FINE ISSUE OF "PARAMOUNT SERVICE"

Once again we are impelled by the evidence of its sheer ingenuity to pay tribute to the effectiveness of an issue of London's "Paramount Service." The issue in question is that of October 6th, which had a most effective transparent cover, and which served for the announcement of Paramount's Third Quarter Releases in Great Britain. Much of the tribute is due Miss Doris Gassner, who edits "Service."

ENGLISH COMPOSER

In a desire to have Paramount musical productions go truly international from the melody standpoint, Ray Noble, foremost British composer-arranger, has been imported into Hollywood by the makers of the "Best Show in Town"



Ray Noble

of the "Best Show in Town" films. Some of his first work will be evident in Claudette Colbert's "Gilded Lily," which should be previewed very shortly.



ITALIAN BEAUTY

This young lady, known in Paramount Hollywood film circles merely as 'Muna Light,' is in reality the Contessina Regena De Liguoro, 18-year old daughter of a prominent Italian family. She used her trick name to break into pictures because she did not want to trade on her noble family's name, and was already working in "College Rhythm" before the secret broke.

HOME OFFICE TERMINAL

(Time denoted herein is International Standard Time)

RAPOPORT, J....Arr. from Havana, Cuba by 'plane November 15. Returned to Havana November 23.*

KLARSFELD, H....Arr. from Paris on "He de France" November 5. Returned to France on S. S. "Paris," November 23.

OTT, H....Arr. from Berlin November 14.

KEY

* In New York for the funeral of his father who died suddenly, November 12.

BILL PIPER IN THE HEART OF JAPAN'S TYPHOON

One of the most graphic letters we have read in a long while was that sent to Mr. Weltner by Manager Bill Piper in Tokyo, telling of his experiences in the heart of the gigantic typhoon which swept over Japan several weeks ago, and which you must already have seen depicted in the Paramount newsreel. Mr. Piper at the time of the gale's climax was just arriving in Kyoto railway station, and as the wind commenced demolishing the station at this moment there was nothing else to do but stay in his train and watch the debris piling up around the train. Of course at the same time he was eating his heart out with anxiety concerning the fate of the personnel of the Kyoto office, but when he was able to leave the train he found to his great satisfaction that all were safe with the exception of one salesman, out on the road, and he turned up the next day safe and well.

Of course, despite this terrific setback, the whole Paramount force in Japan is fighting on, deeming no obstacle too great to overcome for the ultimate greatness of all Paramount.

HOW THE PHILIPPINES WENT FOR "CLEOPATRA"

That Paramount Dynamo of the Orient, Tom D. Cochrane, has taken a swing around his territory (he returned to Tokyo on November 6), and while he was in Manila he witnessed the Philippine premiere of Cecil B. DeMille's "Cleopatra." If we used the superlatives that Tom does you'd accuse us of publicity exaggeration, but as Tom is above reproach in this counection we'll let his eable to Mr. Hicks speak for itself:

"CLEOPATRA" BUSTED THE RECORD FOR THE OPENING DAY IN MANILA. EXCEEDED TO SIGN OF THE CROSS" BY A FOUR FIGURE AMOUNT. OBTAINED RECORD CONTRACTS FOR OSAKA AND TOKYO FOR JANUARY RELEASE. RELEASING IN CHINA DECEMBER AND ANTICIPATE BEATING "SIGN OF THE CROSS."

Our heading spoke only of the Philippines, but the cable speaks for itself without a heading. Besides, the news has still to come from China and Japan, when we'll have suitable headings ready.

ANOTHER DIVISION NAMED

We are happy to announce that our drive for individual and characteristic names for our Divisions has brought a peppy response from Holland, where Manager Charles Peereboom has named his towering Paramounteers—"The Flying Dutchmen."

Who is next to fall in line?

PLENTY OF RUMBA IN "RUMBA"

In filming "Rumba" Paramount is determined to make it as authentic. colorful and musically attuned to the box - office demand as is humanly possible. Which is why Luis and Olga Barrancos, acclaimed as Cuba's pre-eminent rumba performers, were taken to Hollywood from Ha-



vana for the purpose of making "Rumba" as rumba-ish as possible. They are shown here beside the Los Angeles train, before motoring to Hollywood to go right into a featured spot in the cast with George Raft, Carole Lombard and Margo.



TWO LEADING MEN

That's what Claudette Colbert has in "The Gilded Lily," and if advance word is any criterion, Paramount has in Ray Milland (right) and Fred Mac Murray a pair of players who are going to mean great things for the Paramount Trade Mark in the near future. Both men, of course, are under long-term contract to our Company.

IT'S A SON

Yes, at the Paul Ackerman home in New York City, it's a boy—a grand ten-and-a-half pound boy—who bowed in to the Paramount family on November 21st. Our heartiest congratulations to Mr. and Mrs. Ackerman, Paul being of course that very energetic member of the Home Office Foreign Publicity Department who has done such excellent press sheet and Mensajero Paramount work since joining Paramount a year ago.



THE REAL "FATHER BROWN"

Here's one for your 'Believe It or Not' records. The gentleman shown above is Father John O'Connor of St. Cuthbert's Catholie Church, in Bradford, England, and the most amazing news about him is that he is the real 'Father Brown' who inspired G. K. Chesterton, the famous English author, to write his series of stories which have been incorporated in our Paramount pieture, "Father Brown, Detective." This particular photo, autographed on the reverse side to Walter Connolly, who plays Father Brown in the pieture, has been sent to Mr. Connolly in Hollywood.

LONDON NOTES (From Our Correspondent)

Mr. John Cecil Graham, Managing Director of the Paramount Film Serviee Ltd., and Mr. Earl St. John, Director of Theatres, were presented to the Prince of Wales when His Royal Highness attended the Gala performanee of the French travel film "An Eastern Odyssey" at the Plaza Theatre, London on November 13th.

The performance, which was in aid

of the Royal National Lifeboat Institution, was the second held at the Plaza in aid of the Institution, attended by and under the patronage of the Prince of Wales

The Prince was welcomed by the Mayor of Westminster; Mr. Audouin-Dubreuil, one of the leaders of the Citroen Trans-Asiatie Expedition, and Sir Godfrey Baring, Chairman of the Royal National Lifeboat Institu-

Those present included the Duehess of Sutherland, Lady Cynthia Colville, the Viscountess Bearsted, Lady Dorothy D'Oyly Carte, the Hon. George Colville, Maj.-Gen. Sir Ernest Swinton, M. Sehwab and Mr. Daniel Metz, of Citroen Cars Ltd., Lt.-Col. C. R. Satterthwaite, the French Ambassador, the Portuguese Ambassador, the Counsellor of the Belgian Embassy, the Duke of Sutherland. the Marehioness of Carisbrooke, Vis-eount Hailsham (Seeretary of State for War), Viseount Halifax (President of the Board of Education), Field-Marshal Lord Allenby and Lady Allenby, Robinia, Viseountess Mount-Patrieia, Countess of Cottenham, the Countess of Rothes, Major-Lord Mottistone, Coxwain of the Brooke Lifeboat, and Lady Mottistone, and Lord and Lady South-

PREVIEWS OF NEW PARAMOUNT PICTURES

Behold My Wife:

In this picture we are positive that Sylvia Sidney gives the grandest performance of her entire eareer. It is the story of a man who married an American Indian girl as a gesture of spite to his family, but who lived to learn that she was nobler than he. Seldom in a picture have we seen so many dramatie incidents building to a towering climax, and seldom have we been able to report so enthusiastically that the formula has produced a film so supremely entertaining. Here is drama for all the world, told in a manner understandable to all. Gene Raymond is splendid in support of the star; and by way of a prophecy watch the performance of Ann Sheridan in the opening reel. She has a part in that reel only, for she leaves the story then, but in this flash she definitely seores. She is the last of the "Search for Beauty" girls (Colin Tapley is the last of the men), and looks like earving a eareer for herself.

Father Brown, Detective

Paramount has made, in this pieturization of the stories of the famous G. K. Chesterton, a film which sets a precedent for all time. 'Father Brown,' who is actually patterned after a priest of the author's acquaintance in the north of England, has devised the newest (and probably the oldest) method of bringing a criminal to justice, and it is the dramatization of this formula which makes this film one of the most unique entertainment treats of this or any other year. One of the highspots of the pieture takes place during an Eucharistic Congress, and represents the effort of an international thief to rob Father Brown of a diamond studded erueifix. The whole picture we know is destined for world interest and we urge you in advance to acquire this frame of mind when contemplating it. Father Brown is delightfully interpreted by Walter Connolly, Paul Lukas is the international thief who is brought to justice by the surest and sanest means known to mankind; and Gertrude Michael is the woman for whom the diamonds are stolen. A grand film!

One Hour Late

We're not going to let this one sneak up on you unawares, despite that was one of those productions which sort of 'snuck' into work on the Hollywood lot with a east which was not immediately ballyhooed. Hour Late" is fine entertainment, woven of the people who really eom-prise movie audienees everywhere, is expressive of their dreams and hopes makes those dreams and hopes come true. In addition (and what an addition!) there is a lot of singing, as a result of which Joe Morrison, whom you heard in "The Old Fashioned Way," renders a couple of songs that will be heard around the world. And for even better measure the film has Helen Twelvetrees, Conrad Nagel and Gail Patrick in the cast.

borough.

Montague Goldman, Paramount General Sales Manager in Great Britain, has been the recipient of a large number of sympathetic messages on the operation he has just undergone in a London nursing home. Paramounteers throughout the world will be glad to know that he is making splendid progress and by the time this appears in print should be back at his desk.

"Mrs. Wiggs of the Cabbage Pateh" which opened at the Plaza Theatre. on Friday, November 9th, received a splendid send off from the entire National Press in Britain.

"Poor Cinderella," first of the new Colour Classies, was put on for the first time at the opening of Paramount's new Liverpool theatre. was shown to London exhibitors at the Trade screening of "Belle of the Nineties." Opinion here is that Paramount has entered into the Colour Cartoon field in style and looks like jumping to the head of the parade.

"Pop-Eye" eartoons are a big hit in British territory. The new cartoon star is the talk of the Trade here where he is regarded as the freshest and most original sereen creation that has been launehed for a long time.

British Paramount News received many eongratulatory messages on the great Australian to Britain Flight Pictures seoop.

As you all know, by special arrangement with Paramount, Catheart Jones and Ken Waller brought with them on their sensational 12,000 miles return flight, exclusive Paramount of them is in the Studio eafe.

News pietures of the air race arrivals at Melbourne. The distinguished airmen arrived in London on Friday, November 2nd, and the wonder newsreel pietures were shown the same night in London and the next day throughout the whole of Britain,

Thus Paramount enterprise gave British exhibitors the first complete record of the terrific speed classic that had ended 12,000 miles away from Britain only a few days before pietures of it were screened in Britain. Scores of congratulatory messages were received by British Paramount News from British exhibitors.

Ineidentally Cathcart Jones attended the Plaza Theatre, London, only a few hours after landing.



SPEAKING OF SOUTH AFRICA

On his recent visit to the Paramount Studio in Hollywood, Mr. M. A. Sehlesinger, of I.V.T.A., South African eireuit sereening Paramount Pietures, was the guest of Emanuel Cohen, Vice President in charge of Paramount production. Our glimpse

PARAMOUNT-NEUIG-KEITEN.

Die internen Angelegenheiten der New Yorker Paramount entwiekeln sieh weiter gut. Dieses spiegelt sieh treffend in den frohen Gesiehtern und dem freudigen Sehaffensdrang wieder, dem man überall begegnet. Eine neue Zeit ist angebrochen, von der noch viel zu erwarten ist.

Paramount International Corporation hat das internationale Ver-leihrecht für den Farbenfilm "Legong" erworben, welcher von dem Marquis Henri de la Falaise auf Bali inszeniert worden ist. Verleihrechte entstammen der Bennett Pieture Corporation, der ja bekanntlich Constance Bennett vor-

Mit dieser Nummer bringen wir Ihnen viele interessante Theaterneuigkeiten; und zwar gelangte das herrliche Paramount Theater, welehes im Oktober in Liverpool eröffnet wurde, zum Abdruek, wie auch Abbildungen von dem Bau des Paramount Theaters in Glasgow, Schottland, an dem grosse Fortsehritte zu verzeiehnen sind.

Auch in diesem Monat haben sich eine Unmenge Aenderungen in den Filialständen vollzogen, welche aus der auf Seite 3 zum Abdruck gelangten Tabelle ersichtlieh sind. Nur noeh eine Nummer unseres Hausorganes wird von dem diesjährigen Kontest beriehten. Nur noeh ein einziges Mal können wir versuehen Sie anzuspornen. Dann folgen in dem darauffolgenden Monat die Endresultate und die Ver-

nat die Endresuntate und die Verkündung der Sieger. Sie haben nicht mehr viel Zeit. Der Endspurt ist nah. Hals- und Beinbruch!

Mr. John W. Hicks, der Leiter unserer Auslandsabteilung, veröffentlicht in dieser Nummer einen äusserst wichtigen Artikel über das Filmprogramm für 1935. Mr. Hick's Botschaft, die auf Seite 2 zum Abdruek gelangte, wird sieherlieh für alle Leser, die der englisehen Spraehe nieht mächtig sind, übersetzt werden. Jedenfalls können wir Ihnen schon heute verraten, dass Mr. Hicks der ungeteilten Ansieht ist, dass die neue Filmgruppe für das Jahr 1935 die reiehste und vielseitigste Auswahl von Filmen darstellt, die wir je der Welt geboten haben.

Immer noch laufen aus allen Teilen der Welt Beriehte ein, dass "Cleopatra" neue Kassenrekorde aufstellt. Diese Nachriehten werden dem Hollywood-Atelier jeweils auf dem sehnellsten Wege übermittelt, und tragen viel dazu bei, den Enthusiasmus und die Arbeitsfreudigkeit an Ceeil de Mille's näehstem Film "The Crusades" zu fördern.

Die vielversprechendsten Beriehte über Paramount's kommende Operettenfilme erreichen unser Ohr. Der neue Carl Brisson-Kitty Carlisle Film "All the King's Horses" ist förmlich mit Musik durehtränkt, und auch "Here Is My Heart," der wiederum Bing Crosby und Kitty Carlisle vereint, und der bereits hier anlässlich einer Songezeigt dervorführung gleicht einem Gewebe entzüekender Melodien.

Und hier ist die sensationellste filmisch-musikalische Neuigkeit des Monats: Paramount hat mit der Inszenierung von "Cavalleria Rustieana" begonnen. Die Besetzung

(Continued on Page 12)

NOUVELLES-ECLAIRS PARAMOUNT

On constate avec satisfaction que les affaires de la Compagnie Paramount à New-York continuent leur marche régulière et progressive, inspirant à tout le monde l'idée que tout s'arrange merycilleusement.

Paramount International Corporation vient d'acquérir la distribution internationale de "Legong," ce drame romantique tout en Technicolor qui été tourné à l'île de Bali par le marquis Henri de la Falaise. Cet arrangement a été conclu avec la Bennett Pictures Corporation dont Constance Bennett est présidente.

Il y a d'importantes nouvelles des théatres Paramount dans ce numéro. Le superbe Paramount Theatre ouvert à Liverpool au mois d'octobre est reproduit dans nos pages, et l'on pourra voir par une autre photographie les d'ércction du Paramount Theatre à Glascow, Ecosse.

Attention aux surprenants changements qui aparaissent de nouveau dans le concours ce mois-ci. Le tableau en page 3 montre plus clairement les hauts et les bas que ne pourrait le faire aucune description. Il n'y aura plus qu'un seul numéro de notre publication pour vous dire où en sont les choses, et puis ce seront les résultats. Cela ne vous laisse certainement pas beaucoup de temps pour changer de place si vous n'êtes pas satisfait de celle que vous occupez.

Notre chef, M. John W. Hicks, Jr., a pour vous un message des plus intércssants dans ce numéro, concernant les futures productions Paramount. Ce message se trouve page 2, et nous pensons que ce message sera traduit pour vous en français si vous ne Dc toute connaissez pas l'anglais façon, vous pouvez apprendre dés a présent que H. Hicks a résolu que les nouveaux films Paramount pour 1935 seront la plus belle et la plus importante série de récréations filmées que notre organisation aura jamais donnée au monde.

"Cleopatra" continue à battre des records dans toutes les parties du monde. Ces bonnes nouvelles sont communiquées au studio aussitôt qu'on les reçoit, et naturellement contribuent à engendrer un enthousiasme de plus en plus grand pour la nouvelle production Cecil B. DeMille, "The Crusades.

Les informations que l'on reçoit concernant les productions musicales intéressent de plus en plus Paramount. Le nouveau film Carl-Bris-son-Kitty-Carlisle, "All the King's Horses," regorge de musique. De même, la pellicule Bing Crosby-Kitty Carlisle, "Here Is My Heart" que nous avons déjà cu le plaisir de voir ici au Siège Social ici au Siège Social.

Mais peut-être bien la plus grande nouvelle musicale de toutes, est le fait que Paramount a déjà commencé la production de "Cavallería Rustiavec une distribution complète d'artistes d'opéra. Nous sommes persuadés que cc film est destiné à devenir un des plus importants tournés jusqu'à ce jour.

"Lives of a Bengal Lancer" a enfin été achevé, et un avis de Hollywood nous assure qu'il mérite complètement le plan gigantesque de distribution que nous avons tracé pour lui dans le monde entier. Il n'est guère utile pour nous d'insister sur l'énorme importance de ce film, vu qu'il est considéré comme le spectacle le plus

(Continued on Page 12)



"WINGS IN THE DARK"

We believe that this unique picture, starring Cary Grant and Myrna Loy, is worthy of a great deal of advance attention. Some sort of sixth sense seems to tell us

romantic quality of a present-day "Wings," and with aviation one of the three predominant topics of the day there is every reason in the world for us to feel that here is a picture that is going to crethat it has much of the thrill and ate a lot of world attention.



Major News Story on This Theatre Commences on Second Page **Following**



THE BRIGHTEST SPOT IN LIVERPOOL

The night of October Fifteenth was indeed a gala occasion for the picturegoers of Liverpool, England, when more than two thousand of them packed the majestic new Paramount Theatre in that city and saw it opened formally by His Honour the Lord Mayor of the City. Outside the house a crowd of many more thousands, unable to gain admission, revelled in the beauty of the house, as well as in the fact that at the earliest possible moment they were going to enter and see not only the interior magnificence, but also to be thrilled by Cecil B. DeMille's production, "Cleopatra."

Our glimpse of the exterior of the theatre lacks one detail. Since the picture was taken there has been erected a huge neon sign over the shops at the left of the scene. The sign, in letters ten feet high, says but one word - PARA-MOUNT, which at once identifies not only the theatre but also the brand of pictures which invariably are responsible for "The Best Show in Town."

(Continued from Page 12)

En överaskningsfilm för eder alla att hålla edra ögon på är "Wings in the Dark," vår aviationsfilm, för vilken den så populära Myrna Loy var lånad från ett annat bolag.



RECEPTION. His Honour the Lord Mayor of Liverpool, and the Lady Mayoress, greeting Miss Ida Lupino, Paramount player, who made a personal appearance at the opening of the Liverpool Para-niount Theatre. One of the theatre's ushers is in the background.

NUOVE DELLA PARA-MOUNT

Ci compiaciamo del buon successo degli affari della Casa Paramount a New York, Tutto va a meraviglia.

La Paramount International Corporation ha acquistato i diritti di distribuzione internazionale per "Legong," il romantico film eseguito nell'isola di Bali dal Marchese Henri de la Falaise. I diritti di distribuzione sono stati acquistati dalla Bennett Pictures Corporation della quale è presidentessa la simpaticissima signorina Constance Bennett.

Nuove di grande importanza intorno ai Tcatri Paramount in questo fascicolo. Vi sono vedute del bel-lissimo Paramount Theatre che è stato aperto al pubblico a Liverpool in Ottobre e dei lavori di costruzione sul nuovo Paramount Theatre a Glasgow, in Iscozia.

Questo mese ulteriori cambiamenti nei posti dei Concorrenti. La tavola in terza pagina ve li mostra in modo molto più grafico ed esplicito che non possano le nostre parole. Vi sarà solo un altro fascicolo con le classifiche e poi quello che segue vi darà i risultati. Non vi resta quindi molto tempo per migliorare la vostra classifica se ne siete dissodisfatto.

Il nostro direttore, John W. Hicks, Jr., ha per voi in questo numero un messaggio di somma importanza. E' a pagina 2 e verrà tradotto in seguito per quelli dei nostri lettori che non conoscono l'inglese. Ad ogni modo sappiate in anticipo che il nostro signor Hicks è convintissimo che i films di Paramount per l'anno prossimo sono i migliori che la nostra casa abbia mai offerto al mondo.

"Cleopatra" continua a rompere tutti i records in diverse parti del mondo. Questa lieta nuova ci è stata trasmessa allo studio ripetutamente ed è valsa ad accrescere il nostro entusiasmo per la nuova colossale cinematografia di Cecil B. De Mille, "Le Crociate."

Le produzioni musicali assumono sempre più importanza per la Para-Il nuovo film di Carl Brismount. son e Kitty Carlisle intitolato "All the King's Horses" (Tutti i cavalli del re) è tutto musicato come lo è l'ultimo film di Bing Crosby e Kitty Carlisle dal titolo "Here Is My Heart" (Ti dono il mio cuore).

Ma la maggior nuova in fatto di musica è quanto segue. La Paramount ha già iniziato i suoi lavori su "Cavalleria Rusticana" con vari Questo film è desticelebri artisti. nato ad essere uno dei più belli che siano stati mai fatti.

"Lives of a Bengal Lancer" (Le Vite d'un lanciere bengalese) è il titolo di un altro nostro film che abbiamo finito or ora. Da Hollywood ci assicurano che possiamo ben compiacercí dei risultati ottenuti ed offrirlo con orgoglio al nostro pubblico mondiale.

Henri Klarsfeld, administrateur délégué della nostra filiale in Francia si trova al presente a New York e ci comunica il grande entusiasmo dei suoi colleghi francesi per le nuove films della Paramount. Siamo del parere che il suo entusiasmo sia tipico dell'atteggiamento dei nostri colleghi in tutte le nostre filiali d'oltremare.

Una lieta sorpresa sarà per tutti il nostro film aviatorio, "Wings in the Dark" (Ali nell'oscurità) del quale è protagonista la popolarissima Myrna Loy.

What Would You Be Without Exploitation?



THE PRIDE OF WARSAW

This is what we acclaim as one of the outstanding exploitation achievements of all time. It is unmistakably on behalf of Cecil B. DeMille's "Cleopatra" and is located in the main square of Warsaw, Poland. We have moved to a close-up for identification of the personalities involved, on Page 8, but we want to take this additional opportunity of sincerely congratulating everybody concerned.

CUBA, "CLEOPATRA," GARDEL, PARAMOUNT WEEK AND PARAMOUNT PERFECTLY BLENDED

Jack Rapoport, newly appointed manager in Cuba, decreed November's final week to be Paramount Week in the island republic, and rounded up every important Cuban exhibitor for participation. He staged a grand luncheon, showed them "Cleopatra," arranged for cables from Messrs. Zukor, Hicks, Weltner, De Mille, Gardel, and from Miss Colbert, and climaxed the event by reading the cables. The result of all of this should lead to an easy and complimentary (to Mr. Rapoport) appreciation of his following cable:

CUBAN EXHIBITORS ACCLAIMED 'CLEOPATRA' GREAT-EST SPECTACLE OF ALL TIMES PARAMOUNT WEEK LUNCHEON THE TALK OF THE TOWN, NEW GARDEL CONTRACT GREETED WITH CHEERS. ADVISE THE WORLD CUBA WILL TAKE ALL HONORS IN THE DRIVE,

You are asked (nay, requested) to note the final sentence of that cable.

INTERNATIONAL THEATRES SHOW PARAMOUNT HITS



First of these interesting glimpses of Paramount film success overseas shows the Cinema Royal of Cairo (Egypt) during the sensational season of Marlene Dietrich's "Scarlet Empress." The picture ran a full week at this house from October 15-21, and the thestre ad-

so important was the season deemed that the directors of the theatre advertised the picture in a full page announcement in the Cairo newspaper. This advertisement is reproduced at the right.

The scene switches to the Naniwa-kan Theatre in Keijo (Seoul), Korea. The occasion on October 4, 1934 was the marking of the first anniversary



of the house. The picture was "Bolero," which ran for eleven days, the longest run of any foreign film in the theatre to date. You are particularly asked to note the following personalities in the group: Mr. Iida, owner and manager of the theatre is 4th from the left. Next to him, and to the reader's right, are the three dancers in the "Bolero" prologue. Next to

these dancers, and still to the reader's right, is Mr. Kinoshita. Paramount's representative in Korea. Also note that the entire background to the group is composed of magnificent floral offerings to the management, each accompanied by a prominent notice in Japanese.

MENDOZA EXPLOITS "CUESTA ABAJO"

There's no denying the alertness of Argentine exhibitors when it comes to exploiting a great piece of film merchaudise. Take the case of Carlos Gardel's "Cuesta Abajo" and then just examine the two pictures here as samples of some of the work done to put this Paramonnt picture over to phenomenal success. The street car depicted was one hundred percent a Paramount, Gardel, "Cuesta Abajo" and Cine Avenida advertisement. The car carried loud speakers and within it was a loudspeaker system broadcasting the Gardel sougs.

The other picture shows the participants in a street parade with each man carrying one letter each of Gardel's name and the title of the picture. Both of these

TWO CAMPAIGN BOOKS FROM ARGENTINA

The past few weeks have brought to Home Office a couple of the grandest campaign books we have ever seen. Packed from cover to cover with publicity on Marlene Dietrich's "Scarlet Empress" and Carlos Gardel's "Cuesta Abajo," they represent the finest efforts of Publicity Manager Guillermo Fox and his fine staff.

"LEGONG" POSTERS

Your attention is called to the fact that since "Legong" is not being distributed by the Domestic Department, and since England and Australia prepare their own posters on Paramount pictures, the only posters that New York will prepare on "Legong" will be Spanish ones....a three-sheet poster and a one-sheet poster.

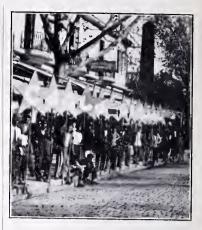
These will be in the full five colors, and samples will be sent to every country preparing local posters, for guidance purposes. We will also send these territories photographs of these posters.



EGYPTIAN PAGE

So highly was Marlene Dietrich's "Scarlet Empress" esteemed in Egypt that when it was presented at the Cinema Royal in Cairo its importance was deemed worthy of a full page advertisement in the local newspaper.

Paramount Has The Musicals!



stunts were executed by Paramount's agent in that city, Sr.



Cetran, together with the Empresa of the Gran Teatro Avenida.



GARDEL SUCCESS

We ask you in all sincerity if you think that they really like Carlos Gardel in Argentina. Perhaps you may even wonder about the enthusiasm note to be detected in the story on the front page telling of the signing of Carlos for a brace of new pictures. Well, we wouldn't wonder if we were you. Look here, for instance. This is a full page from "Critica," preeminent among the newspapers of Buenos Aires. It tells simply that "Cuesta Abajo," the first of the Gardel pictures made in New York to be released down there, was at the time of the advertisement showing simultaneously in ten (10) Buenos Aires Theatres. These were the theatres, too, which presented the phenomenon of audience applause for the tangoes being so insistent that after each song the projection machine had to be stopred, the reel rewound, and the sound played again.

Liverpool and Glasgow Paramounts Brighten the World



PARAMOUNT MARCHES ON

Proud indeed are we to present this month's page of Paramount International Theatre News, for it is our honor to present graphic details of the addition of two marvelous theatres to our world-wide theatrical properties. Here, in the Paramount Theatre in Liverpool which has opened, and the Paramount Theatre in Glasgow about to open, we have theatres which majestically rank with the finest theatres in any part of the world. Their completion is more significant of Paramount's onward and upward march of progress than anything which we can think of right now.

DAZZLING OPENING FOR PARAMOUNT THEATRE IN LIVERPOOL

As Reported by our London Correspondent

Cecil B. DeMille's "Cleopatra" was chosen as the picture to open Paramount's magnificent new £240,000 theatre at Liverpool. This great building, with 2,670 seats, stands in white Portland stone in one of the most commanding positions of the city—in

London Road, near Lime Street station and almost opposite the entrance of the new Mersey Tunnel.

The design of the theatre, carried out by Messrs. Verity and Beverleyarchitects of the Plaza and Carlton and of Paramount theatres in Leeds, Newcastle, Manchester and Paris-is impressive in its conception, a particularly striking feature being the way in which the whole frontage has been designed integrally with the great, vertical Paramount sign.

nity which characterizes the whole exterior.

Inside the theatre is planned on lavish lines without being vast. Two outer lobbies enter on to a two-story grand foyer, which includes the main staircase decorated in warm and glowing colours.

An important feature of the interior A broad canopy extending along the frontage and round the corner over-hangs an entrance with a pay-box on Grand Circle and Balcony. This acthe pavement and five pairs of swing counts for only 698 seats as against doors, and holds the keynote of dig- 1,972 in the stalls so that it is design-

ed with only a small overhang. Anyone entering the auditorium at the rear under the circle can sec well above the whole proscenium, the effect of spaciousness being thus cleverly sustained.

The decorations are carried out in Liverpool

Chinese yellow and orange with a beautiful contrast given by Venetian tapestries over the wall panels. scating is in golden-brown and the carpeting in a leaf pattern of green,

brown and gold.

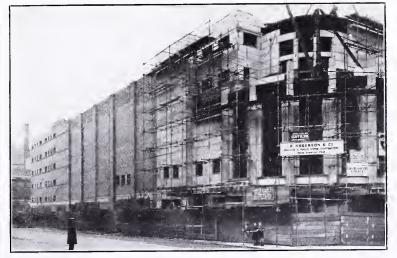
A square "stepped" proseenium provides a splendid medium for colour lighting, which is also brilliantly employed from over a big ceiling lighting plaque, the surface of the cciling being treated with stencilled designs. At intervals are pilasters carrying large glass fittings which throw their light towards the ceiling.

The huge Compton organ, which includes the new "solo 'cello" tone among its many effects, has a console on a rising lift and turntable and there is also a lift for the whole orchestra. chestra.

The special party from Paramount, which journeyed from London to University of the March College of the Liverpool, was headed by Mr. J. C. Graham, Managing Director and included Messrs. Montague Goldman, Harold Walker, Edward Ayres, Leslie Holderness, R. Gittoes-Davies, Charles Penley, Louis Harris, Douglas Abbey, Pat O'Connor and Miss Ida Lupino, who made a personal ap-

The fine programme had been arranged and included the opening of ranged and included the opening of the theatre by the Lord Mayor of Liverpool, Councillor G. A. Strong, J. P.; a specially filmed trailer in which Earl St. John, Director of Paramount Theatres, outlined the policy of the theatre; an exhilarating performance by Teddy Joyce's band; British Paramount News; "Poor Cinderella" a Paramount Coloured Classes derella," a Paramount Coloured Classic, "Mirrors of Delight," a presentation on the 30-ft deep stage, characterized by all Francis Mangan's lavishness and artistry; the feature film "Clcopatra"; and an epilogue.

Not a seat was unoccupied for the opening ceremony and a triumphantly successful evening was concluded by a reception and dance at the Adelphi,



SOON TO BE THE BRIGHTEST SPOT IN GLASGOW

Months ago we pictured in these easier by the anticipation of the pages the then current progress made on the erection of the Paramount Theatre in Glasgow, Scotland. Well, the work has gone steadily onward, and the building has gone upwards, and every day as tens of thousands of Scottish picturegoers passed the construction job on their way to their tasks and counters they found their work for the day made premiere of this wonder house.

great film treats that would be fortheoming from this the most stately and enthralling of all of Scotland's film theatres.

Well, the work has gone grandly on, as you will note, and Nineteen Thirty-five will not be very far advanced when the gilt-edged invitations will go forth to the

PARAMOUNTNYHETER

Framgången i Paramounts affärer i New York är nu aktuell och synnerligen uppmuntrande. Alla inom firman äro högst belåtna och allt ser liust ut för framtiden.

Paramounts International Corporation har tillägnat sig rätten för utlandet till markis Henry de la Falaises vackra färgfilm, "Lalong," som är filmad på ön Bali. Distibutionsrätten köptes från Bennett Pictures Corporation, för vilket bolag Constance Bennett är president.

Storartade Paramount teaternyheter i detta nummer! Först finner ni det allra första fotografiet av den underbara, nya Paramountteatern, som öppnades i Liverpool i oktober. Sedan finner ni också högintressanta bilder från Glasgow, där den nya teatern är under byggning, som går ovanligt fort.

Denna månad visar underbara omändringar i pristävlingen. Listan på tredje sidan visar mer tydligt än ord, hur rangställningen omändras dagligen. Endast ett ända häfte till kommer att visa rangordningen och i följande häfte kommer resultaten. Detta giver eder ytterst liten tid att ändra eder ställning, om ni är missnöjd med den nu.

Vår ledare, Mr. John W. Hicks, Jr., har ett mycket viktigt meddelande att giva eder om den nya Paramountproduktionen i detta nummer. Det är på sidan två och vi gissa att detta meddelande kommer att översättas på edert språk, om ni ej förstår engelska. I alla fall är huvudsumman detta, att Mr. Hicks anser att Paramounts nya filmer för 1935 äro de viktigaste, som Paramount någonsin filmat. Och att dessa filmers nöjesvärde är större än någonsin också Vårt bolag är stolt över dessa filmer.

"Kleopatra" bryter fortfarande alla rekord världen över. Dessa glada nyheter sändas till studion ögonblickligen de komma oss tillhanda och på detta sätt uppmuntra dem därute att bli mer och mer enthusiastiska för Cecil B. DeMilles nyaste film, "The Crusades."

Nyheterna om våra musikfilmer bli mer och mer viktiga för var gång i vår åsikt. Paramounts nya Carl Brisson — Kitty Carlislefilm, "All the King's Horses," är fylld med musik. Likaså är den nya Bing Crosbykitty Carlislefilmen, "Here is my heart," som vi alla haft det stora nöjet att beskåda här i vårt kontor.

Kanske den allra största nyheten i musikväg är den att Paramount alla redan har börjat inspelningen av "Cavalleria Rusticana" med riktiga operasångare i huvudrollerna. Denna film kommer säkerligen att bli en av de viktigaste filmer, som någonsin

"Lives of a Bengal Lancer" är ändtligen färdig och de försäkra oss från Hollywood, att denna film lever upp till alla de jätteplaner vi gjort för att värdigt överlämna den till världens alla filmälskare. Det är knappast nödvändigt för oss att ånyo påpeka, hur viktig denna film verkligen är, då den tar priset bland alla de stora filmer vi gjordt under de sista månaderna.

Henri Klarsfeld, hög medlem av vårt franska kontor, är just på New Yorkbesök och berättar för oss, hur oerhördt stor entusiasm är på hans kontor för den nya Paramountproduktionen. Det är vår övertygelse, att Mr. Klarfelds entusiasm är typisk för alla våra kontor världen över. (Continued on Page 9)

ÉCOS PARAMOUNTEZES

Os negocios internos da Paramount têm progredido admiravelmente e espera-se que assim continuem para a satisfação de todos. Os resultados obtidos até agora, deveras alviçareiros, são por todos nós considerados como uma esplendida victoria.

—A Paramount International Corporation acaba de adquirir os direitos de distribuição no estrangeiro da fita toda colorida, denominada "Legong" ou "A Dansa das Virgens." Feita sob a direcção do Marquez de la Falaise, o seu enredo passa-se na ilha de Bali, no Pacifico, sendo toda interpretada por indigenas. Os direitos de distribuição foram adquiridos da Bennett Pictures Corporation, da qual Constance Bennett é presidente.

—Damos em outra parte uma noticia illustrada sobre o novo theatro Paramount de Liverpool, o qual foi inaugurado em outubro ultimo. Publicamos tambem alguns quadros sobre o Theatro Paramount de Glasgow, na Inglaterra, que ainda se acha em

—O quadro mensal do nosso concurso, que publicamos á pagina 3, revela este mez varias novas conquistas. Haverá apenas o apurado do ultimo mez, de maneira que, concluido o prelio, daremos a seguir os resultados finaes. Assim, pois, haverá pouco tempo para que os que se deixaram ficar atrás possam conquistar posições de vantagem.

O nosso director, Mr. John W. Hicks, Jr., publica á pagina 2 desta edição, uma mensagem especial referente ás novas producções da Paramount. Aconselhamos a todos que não lêem inglez, que obtenham uma traducção dessa apreciação de Mr. Hicks. por onde se conhece o seu enthusiasmo para com a nossa marca e a sua esplendida caravana de filmes da temporada de 1935.

—"Cleopatra" continúa a bater novos records em todos os paizes onde iá foi exhibida. Estas noticias são transmittidas immediatamente a Mr. Cecil B. de Mille, no Estudio de Hollwood. onde presentemente se está filmando "As Cruzadas," sua nova super-producção.

—Continuam em evidencia as produccões de fundo musical, taes como "All the King's Horses," com Carl Brisson e Kitty Carlisle, e a nova creação de Bing Crosby e Kitty Carlisle, "Here is my Heart," as quaes já vimos e muito nos agradaram.

—Mas a grande producção musical da Paramount, sua verdadeira "super." será "Cavalleria Rusticana," com toda a technica e o elenco da opera, que já se acha em acto de filmação em Hollywood. É uma fita que, não ha duvidal-o, obterá grande exito por todo o mundo.

—"Lives of a Bengal Lancer" já está terminada e segundo noticias vindas de Hollywood, é uma producção que corresponde em tudo á publicidade que lhe vimos dando. Não precisamos adeantar, pois, a importancia que essa producção tem para nós, um dos mais vívidos e brilhantes espectaculos deste temporada.

—Henri Klarsfeld, nosso representante na França, acha-se actualmente em Nova York e muito enthusiasmado com a nossa nova producção, que, diz-nos elle, é ansiosamente esperada no seu territorio. Essa mesma ansiosidade, cremos, existe em todos os territorios, e será breve satisfeita.

—Uma producção que será uma surpresa para todos, é "Wings in the Dark," nova creação, que terá a popular estrella Myrna Loy como prilhores applausos.

CENTELLEOS DE LA PARAMOUNT

—Los negocios de la Paramount continúan progresando en Nueva York de manera tan constante como alentadora. Esto, ya se ve, es motivo de regocijo para todos.

—La distribución internacional de "Legong," película de la Bennett Pictures Corporation, toda en tecnicolor, tomada en la isla de Bali por el Marqués Henri de la Falaise, correrá a cargo de la Paramount International Corporation, en virtud de arreglos hechos con la compañía editora, presidenta de la cual es Constance Bennett.

Excelentes noticias relativas a teatros hay en este número. Tenemos la fotografía del nuevo Paramount inaugurado en Liverpool en octubre, y otra que muestra lo adelantada que se halla la construcción del Paramount de Glasgow, Escocia.

—Nuevos y sorprendentes cambios ofrecen este mes las posiciones del Concurso. Nada diremos aquí de ellos, porque aparecen con toda elocuencia en el cuadro que hallará el lector en la página 3. Nuestra próxima edición dará cuenta de las nuevas posiciones; en la siguiente a ella, informaremos acerca del resultado final. Quienes deseen mejorar su posición han de aprovechar bien el tiempo, pues no

—Nuestro jefe don John W. Hicks, Jr. manifiesta en la página 2 de este número cosas de mucho interés respecto a la próxima producción de la Paramount. Aunque estamos seguros de que este mensaje habrá de traducirse para infor-

es mucho el que les queda aún pa-

ra poder conseguirlo.

(Continued from Page 8)
weist eine Reihe bekannter Opernsänger auf. Wir alle können die Zeit bis zur Vollendung dieses Filmes gar nicht erwarten und sind der ungeteilten Ansicht, dass dieser enochemachende Film unbedingt in die Reihe der wertvollsten Filmproduktionen eingereiht werden muss.

"Lives of a Bengal Lancer" ist nunmehr fertiggestellt worden und nach den Hollywood-Berichten zu urteilen, sind unsere riesigen Verleilpläne für diesen Film mehr als gerechtfertigt. Wir brauchen wohl kaum zu betonen, dass wir auf diesen Grossfilm ungeheuren Wert legen, dass er unser ganzer Stolz—unser Meisterwerk der letzten Monate—ist, und dass wir ihn als ein Geschenk für einen jeden Filmfreund betrachten.

Henri Klarsfeld, Administrateur Delegue unserer französischen Organisation, befindet sich momentan in New York, und übermittelte uns persönlich die Begeisterung der französischen Paramountler für unsere Organisation. Sein Enthusiasmus charakterisierte besonders treffend den Paramount Geist, wie er alle überseeischen Abteilungen beseelt.

Wir haben in diesem Monat eine Ueberraschung für Sie in Form unseres Fliegersonderfilmes "Wings in the Dark," für den die beliebte Myrna Loy einer anderen Filmfirma entliehen wurde. Verfolgen Sie den Werdegang von "Wings in the Dark," denn Sie haben von diesem Film Grosses zu erwarten!

meira dama. O filme basea-se sobre a aviação e ha de conquistar os melhores applausos.

mación de todos, anticiparemos aquí que el señor Hicks se muestra convencido de que las películas para 1935 representan el conjunto cinematográfico más importante de cuantos han contribuído a la fama de la Paramount.

—"Cleopatra" continúa sobrepasando anteriores triunfos en muchos países. Como es de suponerlo, cada vez que se recibe aviso de uno de ellos se transmite tan grata noticia a los Estudios, donde sirve para aumentar el entusiasmo con que miran todos la nueva obra de Cecil B. de Mille, que llevará por título "Las Cruzadas."

—Las películas musicales siguen ocupando lugar preferente en las informaciones de la Paramount. "Los Jinetes del Rey" ("All the King's Horses"), nueva interpretación de Carl Brisson y Kitty Carlisle, lleva música del principio al fin. Otro tanto ocurre con "He aquí mi corazón" ("Here Is My Heart"), interpretada por Bing Crosby y Kitty Carlisle. Esta última producción hemos tenido el gusto de verla cuando la exhibieron en la Oficina Central.

—Noticia cuya significación excede tal vez a la de todas las relativas a películas musicales es la de haber dado comienzo la Paramount a "Cavallería Rusticana," interpretada por cantantes de ópera. Abrigamos la seguridad de que esta producción resultará una de las más sobresalientes de la pantalla.

—Ha quedado terminada en estos días la grandiosa película "Vida de un lancero bengalí" ("Lives of A Bengal Lancer"). Por lo que nos dicen de Hollywood, podemos asegurar que responde con creces a los planes que habíamos hecho para su presentación mundial. Baste apuntar que es película que ocupa lugar sobresaliente entre todas las de estos últimos meses.

—Visita en estos días a Nueva York don Henri Klarsfeld, administrador delegado de nuestra casa en Francia. El señor Klarsfeld se ha hecho co del entusiasmo que anima a sus compañeros por las nuevas películas de la Paramount, entusiasmo en el cual vemos indicio del que despiertan en todos los paramountistas.

—Sorprendente película, y acreedora a que se le dedique atención cuidadosa, es "Alas en la sombra" ("Wings in the Dark"), nuestra producción especial de ambiente de aviación, para la cual se contrató, previo acuerdo con los Estudios a que pertenece, a la popularísima Myrna Loy.

NOUVELLES-ECLAIRS PARAMOUNT

(Continued from Page 9)

extraordinaire de notre production de ces derniers mois.

M. Henri Klarsfeld, administrateurdélégué de notre compagnie française, est actuellement à New-York, et nous raconte l'enthousiasme que son personnel éprouve pour les produits Paramount. Nous inclinons à croire que cet enthousiasme est typique de celui qui existe dans chacune des organisations séparées de Paramount à l'étran-

Gardez tous vos yeux bien ouverts pour une production surprise, celle de "Wings in the Dark," notre "special" d'aviation pour lequel nous avons emprunté l'extrèmemente populaire Myrna Loy à une autre compagnie.





